



Apopka, Florida
Tucker 6-5061

"TUBS of BEAUTY"
ALL in 4" PLASTIC TUBS

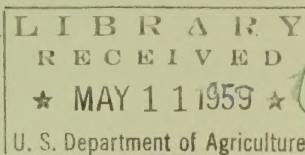
Ra
5-4-59



PHILODENDRON
(6 plants per Tub)
Item No. 452



IVY (Assorted Varieties)
(6 plants per Tub)
Item No. 457



PÓTHOS (Golden)
(5-6 plants per Tub)
Item No. 453



ALUMINUM PLANT
(6 plants per Tub)
Item No. 194



NEPHTHYTIS (Variegated)
(6 plants per Tub)
Item No. 420

These 5 TUBS may be
ordered in any assortment
to make up a box of 25

Cost 55¢ each

Sell for 99¢

Box of 25 - \$13.75 F.O.B. Apopka



5 PLANT COMBINATION
(5 different varieties)
Item No. 489

Cost 60¢ each
Sell for \$1.19



PÓTHOS (Marble Queen)
(5 plants per Tub)
Item No. 304

Cost 65¢ each
Sell for \$1.29



DRACÁENA (Wärneckii)
Item No. 32

Cost 65¢ each
Sell for \$1.39



PHILODENDRON (Pertusum)
Item No. 467

The "Cut Leaf"
Philodendron

This beautiful and popular
plant has 4 or more leaves,
14 to 20" tall - growing in
4" Square Plastic Pot.

Cost only 85¢ each
Sell for \$1.79

Box of 20 - \$19.00
F.O.B. Apopka

These 3 TUBS may be
ordered in any assortment
to make up a box of 25

REGULAR PLANT LINE

In this circular are the plants "available year 'round". Order your own selection.

SPECIAL LINES

The 2 "hottest items" right now are the Assortments #10 and #400!

Why are they so popular?

Because they offer the complete selection of varieties in the pot sizes and price ranges that your customers want.

ASSORTMENT #10

135 lush green plants for \$42 (retail for \$87 for 42% gross)

Over 20 varieties in 2½", 3" and 4" plastic pots. (3 retail price ranges)



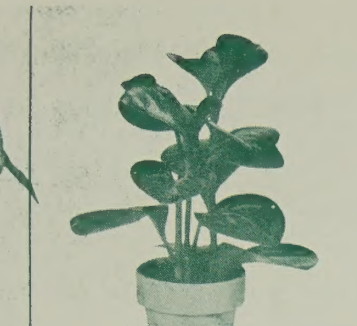




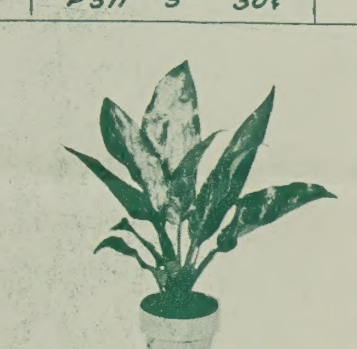


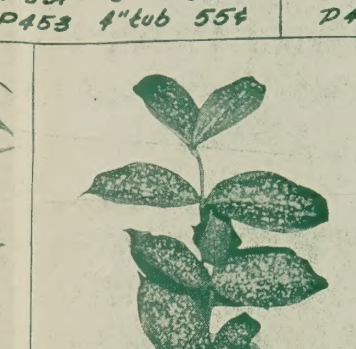
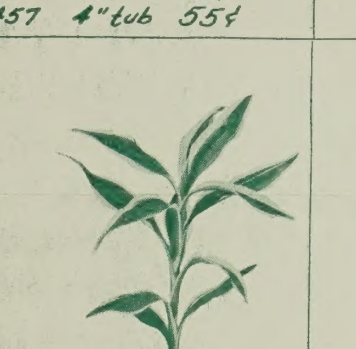


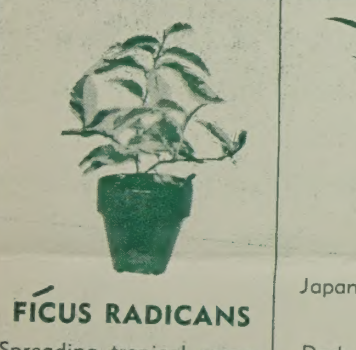

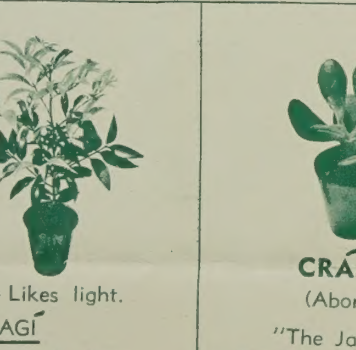
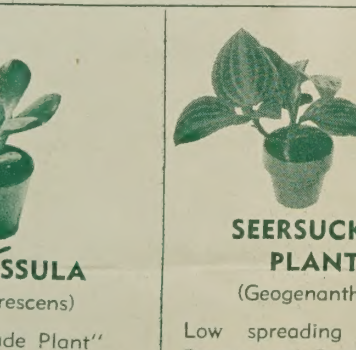
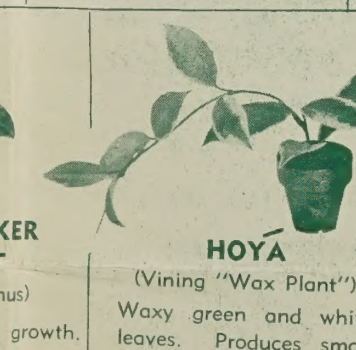
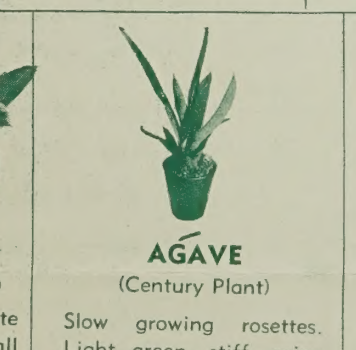

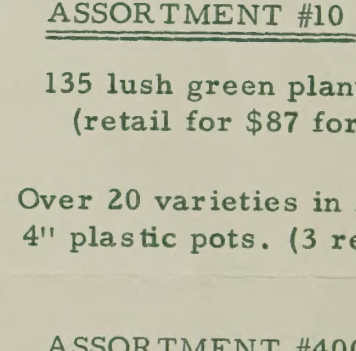

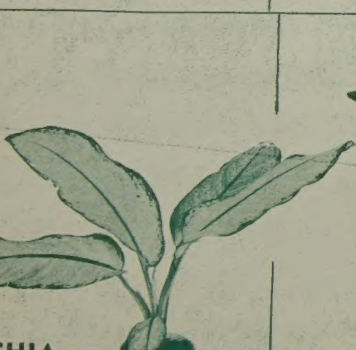






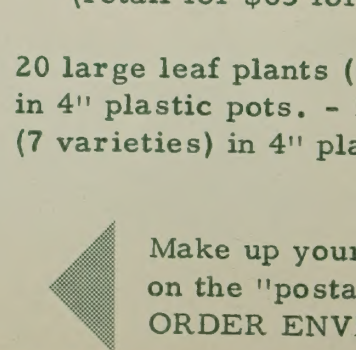
ASSORTMENT #400

70 very showy plants for \$41 (retail for \$83 for 40% gross)

20 large leaf plants (5 varieties) in 4" plastic pots. - 50 "tubs of beauty" (7 varieties) in 4" plastic tubs.

Make up your order on the "postage free" ORDER ENVELOPE.

PHILODENDRON ASSORTMENTS LISTED ON THE BACK -----

 <p>NEPHTHYTIS This rapid growing plant becomes an interesting climbing or trailing vine.</p> <p><u>LIBERICA</u> Green leaves P50 2" 11¢ P500 2½" 20¢ P501 3" 30¢</p>		 <p>PEPEROMIA Erect compact growth — Many waxy lush green leaves.</p> <p><u>OBTUSIFOLIA</u> Dark green P51 2" 11¢ P510 2½" 20¢ P511 3" 30¢</p>		 <p>POTHOS You'll love this vigorous colorful plant. It wants to climb or run and does both rapidly.</p> <p><u>MARBLE QUEEN</u> Snowy white variegation P30 2" 17¢ P303 3" 30¢ P304 4" tub 65¢</p>		 <p>IVY Assorted small leaf varieties. Self branching, climbing or trailing.</p> <p><u>HÄHN'S</u> P57 2" 12¢ P507 2½" 20¢ P573 3" 30¢ P457 4" tub 55¢</p>		 <p>GRAPE (Rhombifolia) Fast growing climber. Heavily veined hairy lvs. Likes shade. P613 3" 30¢</p>									
 <p>3-PLANT COMBINATION Here's a real bargain! — 3 Varieties of top quality plants growing together in the same pot. P89 3" 30¢</p>		 <p>CHINESE EVERGREEN Erect cane plant. Likes shade — in water or soil. In use for centuries.</p> <p><u>SIMPLEX</u> Produces interesting flower. P35 2" 14¢ P640 3" 30¢</p>		 <p>VARIEGATED Shorter and slower growing. P643 3" 30¢</p>		 <p>NEANTHE BELLA PALM A real miniature palm tree. Very hardy — likes shade. P59 2" 14¢ P590 2½" 22¢ P593 3" 30¢</p>		 <p>REGINAE (Dichorisandra) Erect growing — colorful purple and green leaves all face one direction. P80 2½" 22¢ P801 3" 30¢</p>		 <p>DRACAENA Colorful shrubs for indoor growing.</p> <p><u>GODSEFFIANA</u> Shiny dark green leaves with white dots P33 2½" 22¢ P330 3" 30¢</p>		 <p>SANDERIANA Lots of white — Pretty from all sides P34 2½" 22¢ P340 3" 30¢</p>		 <p>ALUMINUM PLANT (Pilea Cadieriei) Light green quilted leaves with silver on raised part. Very hardy — Fast growing. P19 2" 17¢ P193 3" 30¢ P194 4" tub 55¢</p>			
 <p>ARALIA Completely different exotic shrub <u>BALFOURIANA</u> Leathery green Circular leaves fringed in white P720 3" 30¢</p>		 <p>FICUS RADICANS Spreading tropical creeper. Crinkled white and green leaves. P90 2½" 27¢</p>		 <p>PODOCARPUS Japanese Shrubs. Branches when cut — Likes light.</p> <p><u>MAKI</u> Dark green lvs. in star-like growth P31 2" 11¢ P313 3" 30¢</p>		 <p><u>NAGI</u> Light green, hard, shiny, curved leaves P323 3" 30¢</p>		 <p>CRASSULA (Aborescens) "The Jade Plant" Small, bushy, well shaped succulent. P73 2" 11¢ P732 2½" 20¢</p>		 <p>SEERSUCKER PLANT (Geogenanthus) Low spreading growth. Bronze and Green corrugated leaves. P38 2½" 30¢</p>		 <p>HOYA (Vining "Wax Plant") Waxy green and white leaves. Produces small white and pink flowers. P76 2½" 30¢</p>		 <p>AGAVE (Century Plant) Slow growing rosettes. Light green, stiff, spiny leaves. P58 2" 11¢</p>		 <p>SERRISA (Foetida-Variiegated) Very dainty, woody plant with perfect white margined leaves. P74 2" 11¢</p>	
 <p>DIEFFENBACHIA Showy, large lv'd cane plants. Fast erect growth. <u>PICTA</u> The green lv. variety P350 3" 55¢ P351 4" \$1.10</p>		 <p><u>ROEHRSI</u> The white lv. variety P360 3" 65¢</p>		 <p>SANSEVIERIA Very hardy hemp plants — Likes sun or shade, require little care. Stiff, shiny erect leaves.</p> <p><u>S. LAURENTII</u> Gold-Banded variety P830 2" 14¢ P831 2½" 20¢ P81 3" 30¢</p>		 <p><u>S. ZEYLANICA</u> Silvery green variety P550 2" 11¢ P551 2½" 20¢ P55 3" 30¢</p>		 <p><u>S. HAHNII</u> Patented Rosette P40 2" 14¢ P401 2½" 22¢ P403 3" 30¢</p>		 <p>BOSTON COMPACTA FERN "Old Time favorite" — erect, compact growth. P213 3" 30¢</p>		 <p>SCHEFFLERA (Umbrella Tree) Fast growing, glossy leaved, indoor or patio show plant. Gets big in tubs. P86 3" 30¢</p>		 <p>FICUS DECORA Showy, broad oval leaves P600 6" 6 for \$12.00</p>		 <p>PHILODENDRON PANDURIFORME Climber from Brazil. Interesting leathery texture, (dull olive green). P44 3" 65¢</p>	

Offered for the 1st time...

"Mrs. John Masek's Specialty."

GLORIOSA ROTHSCILDIANA

These beautiful

red and yellow

Glory-Lilies bloom

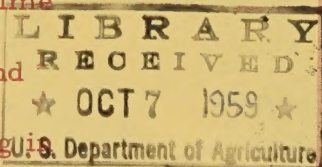
all summer long!

Plant out anytime

in the South and

in early Spring

the North.



GLORIOSA ROTHSCILDIANA

AVAILABLE YEAR 'ROUND - *Order Now!*

62

<u>Tuber size</u> <u>in inches</u>	<u>Price</u> <u>Per 100</u>	<u>Weight</u> <u>Per 100</u>
3-4	\$25.00	3 lbs.
4-5	30.00	5 lbs.
5-6	40.00	10 lbs.
6-7	50.00	20 lbs.

Order on *Ra*
Postage-free
Order Envelope.



Apopka, Florida
Tucker 6-5061

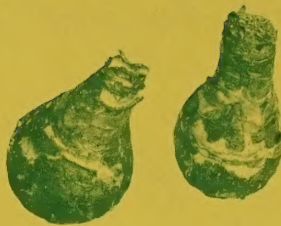
Mr. Foster E. Mohrhardt, Dir
Bibliography Division
Library
U S Dept of Agriculture
Washington 25, D C.

Lily Annells PL

[1959]

Hybrid

Amaryllis



BULBS

ORDER NOW

Item No.	Name	Diameter	Cost Each	No. per Box	Avg. Wt.
3	Low Price	2 to 2-1/4	10¢	150	22 lb.
25	Regular	2-1/4 to 2 1/2	12¢	100	18 lb.
2	Special	2 1/2 to 2-3/4	18¢	100	25 lb.
251	Jumbo	2-3/4 to 3-1/4	30¢	75	23 lb.

Order on
postage-free
Order form

Free

A COLOR "DISPLAY" CARD WITH EACH ORDER PLUS A DIAGRAM
CULTURAL SHEET WITH EVERY 5 BULBS.

Dear Customer,

You can successfully grow in your Home
our Hybrid **AMARYLLIS BULBS**

and enjoy year after year the most

Gorgeous Bulbous Plants the world has to offer.



Follow these simple steps:

1. Pot as per picture.
2. Dip pot, soil and bulb in lukewarm water.
3. Place in semi-dark, cool, dry place and withhold water until

FLOWER SPIKE APPEARS.

1. Then place in a moderately light airy place of about 60° - 70° temp.
5. Water nearly every day, keeping soil moist - not muddy.
6. Place in a window for couple hours of sunlight daily.
7. When **BLOOMS APPEAR** - keep out of direct sun! Do not fertilize!

8. **AFTER BLOOMS ARE GONE** keep foliage growing by watering and feeding during summer months.

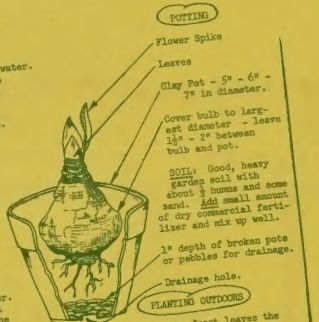
9. When first frost arrives gradually withhold water until leaves dry up.

10. **STORE BULBS IN POT** in semi-dark, cool, dry place and do not water. After 8 to 10 weeks rest, start with step #1 and just follow the above procedure.

(A little intimacy with your plants will pay big in personal satisfaction.)

JOHN'S PLANTS, SEEDS, BULBS

APOPKA, FLORIDA.



As soon as the frost leaves the ground pick a light place - dig a hole for pot and fill bottom with gravel. Keep soil moist. Follow general indoor procedure.



AMARYLLIS

HYBRID

Each Bulb

Pot in good heavy soil with bone-meal added, only covering to the largest diameter. Keep cool and dry for several weeks. When flower-bud appears, water every day to encourage growth. Keep plant growing after bloom fades to make it bloom again next year.

JOHN'S - APOPKA, FLORIDA



Apopka, Florida
Tucker 6-5061

Over Please

ORDERING INSTRUCTIONS

QUANTITIES

Our Minimum order of \$15.00 or 30 lbs. is for your benefit . . . Smaller shipments cost you too much per plant.

ORDER FULL BOXES — The pot sizes determines the "best pack." The plants themselves may be assorted by **varieties**.

Pot Size	"Best Pack"	Avg. Wt.
2" Pot	80 or 100 to a box	18 or 22
2½" pot	60 to a box	18
3" pot	50 to a box	30
4" pot	20 or 25 to a box	23 or 30
4" tub	25 to a box	30
6" pot	6 to a box	30

TERMS OF SALE

Your order is shipped on **30 days Open Account** — Keep your credit "good" by paying promptly. (We use Dun & Bradstreet collection service on delinquent accounts.)

HOW TO ORDER ON YOUR OWN ORDER FORM

1. List the plants in Alphabetical order.
2. List the ITEM NO. to show pot size.

SHIPPING INFORMATION

SHIPPING DATE

Your order is scheduled for immediate shipment . . . unless you fill in the "Shipping Date" by your name.

HOW SHIPPED — (2 ways)

1. By fast, reliable **Railway Express**. (You pay the shipping charges when the plants arrive — called "Express Collect"). You save on OUR SPECIAL LOW COMMODITY RATE to all points East of Denver if you order more than 30 lbs. or \$15.00 worth.
2. By **Air Freight** — ("Freight Collect"). Check on the LOW COMMODITY RATES to many points.

CLAIMS

Your plants should arrive in "good condition." OPEN BOXES and CHECK AT ONCE! If damaged or spoiled, have EXPRESS AGENT fill out **Joint Inspection Report #679**. File claim **immediately**, using your copy as proof of loss.

(Look for delay in transit — mishandling — freezing).

If you do not get claim "satisfaction" — do not hold up your payment — Just send us the **copy of the claim and form 679** and we can follow through for you.

- ☆ Philodendron Cordatum
- ☆ Golden Pothos
- ☆ Variegated Nephthytis
- ☆ Neanthe Bella Palm
- ☆ Peperomia Obtusifolia
- ☆ Crassula
- ☆ Hahnii Sansevieria
- ☆ Agaves
- ☆ Nephthytis (Green)
- ☆ Zeylanica Sansevieria
- ☆ Ivy
- ☆ Laurentii Sansevieria
- ☆ Serrisa
- ☆ Aluminum Plant

Assortment No. 56

Dish Garden Plants

in 2" Plastic Pots

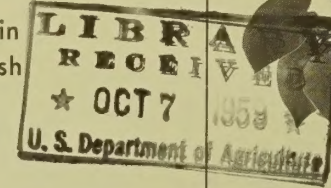
- ☆ from the 14 hardy varieties listed — we select an assortment of 5 or 6 highly individualistic varieties that do well together.

Each plant is growing and shipped in a 2" plastic pot — ready to use in dish gardens and small planters.

Just Order Assortment No. 56 and quantity.

PRICE

- { Minimum Assortment is 80 plants at 11¢ each.
- { Quantity Assortment of 500 or more at 10¢ each.



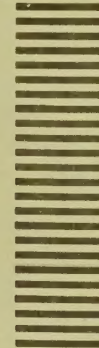
We ship the individual plants
You make your own Dish Garden

For Your Use:

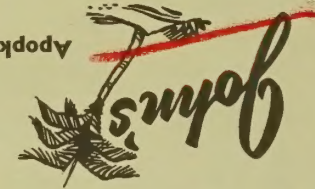
GLORIOSA ROTHSCHILDIANA

Tuber size in inches	Price Per 100	Weight Per 100
3-4	\$25.00	3 lbs.
4-5	30.00	5 lbs.
5-6	40.00	10 lbs.
6-7	50.00	20 lbs.

F 10-59



Apopka, Florida



BUSINESS REPLY ENVELOPE
First Class Permit No. 4, Apopka, Fla.

No
Postage Stamp
Necessary
If Mailed in the
United States

Did You Sign Your Name?

PLEASE CLOSE WITH TAPE OR STAPLE

Assortment No. 56

[1959]

Postage
Will Be Paid
by
Addressee

John's

OCTOBER ORDER FORM replaces all others.

Please Use It!

F

1959

If you cannot order on this form — Use Ordering Instructions on the back.

Key — WW means — Plants wrapped in wax paper — roots in Sphagnum Moss.

Ship to: _____
Address _____
City _____ State _____
Express Office _____

Shipping DATE _____

Ship us quantities as marked
in the containers as marked.

F.O.B. Apopka, Fla.
EXPRESS COLLECT

"DewKist" PLANTS Available YEAR 'ROUND	POT SIZE	Item No.	PLASTIC POT		TOTAL AMOUNT ORDERED
			Quantity Wanted	Cost Each	
Aluminum Plant	3"	P193		30c	
	4" Tub	P194		55c	
Aralia Balfouriana	3"	P720		30c	
Boston Compacta Fern	3"	P213		30c	
	4" Tub	P214		55c	
Chinese Evergreen	2½"	P 64		20c	
	3"	P640		30c	
	WW	84		25c	
Variegated	3"	P643		30c	
Crassula	2½"	P732		20c	
Dichorisandra Reginae (2 plants per pot)	3"	P801		30c	
Dieffenbachia Picta	3"	P350		50c	
	4"	P351		80c	
Dieffenbachia Roehrsi	3"	P360		50c	
	4"	P364		80c	
Dracaena Godseffiana	2½"	P 33		20c	
	3"	P330		30c	
	4" Tub	P433		55c	
Dracaena Sanderiana	2½"	P 34		20c	
	3"	P340		30c	
	4" Tub	P344		55c	
Dracaena Warneckii	4" Tub	P 32		55c	
Ficus Decora	6"	P600		6 for \$12	
Grape Ivy	3"	P613		30c	
Hahnii Sansevieria	2½"	P401		20c	
	3"	P403		30c	
	4" Tub	P404		55c	
Hoya — Variegated	2½"	P 76		30c	
Ivy Hahn's	2½"	P507		20c	
	3"	P573		30c	
	4" Tub	P457		55c	
Laurentii Sansevieria	2½"	P831		20c	
	3"	P 81		30c	
	4" Tub	P834		55c	
Regular — 2 lvs.	WW	8		12c	
Special — 3-5 lvs.	WW	82		16c	
Rosette	WW	83		15c	
Maranta Kerchoveana	3"	P113		30c	
	4" Tub	P413		55c	
Neanthe Bella Palm	2"	P 59		11c	
	2½"	P590		20c	
	3"	P593		30c	
	4" Tub	P594		55c	
Nephtytis (Green)	2½"	P500		20c	
	3"	P501		30c	
	4" Tub	P502		55c	
Variegated	2½"	P200		20c	
	3"	P203		30c	
	4" Tub	P420		55c	
Peperomia	2½"	P510		20c	
	3"	P511		30c	
	4" Tub	P514		55c	
Variegated	2½"	P518		20c	
Philodendron Cordatum	2"	P 52		11c	
	2½"	P520		20c	
	3"	P521		30c	
	4" Tub	P452		55c	
Rooted Cuttings (10 to bundle)	WW	522		\$7 per 100 \$55 per 1000	

"DewKist" PLANTS Available YEAR 'ROUND	POT SIZE	Item No.	PLASTIC POT		TOTAL AMOUNT ORDERED
			Quantity Wanted	Cost Each	
Philodendron Dubium	3"	P 28		60c	
	4"	P 48		80c	
Philodendron Floridii	3"	P 39		60c	
Philodendron Hastatum	3"	P 27		60c	
	4"	P 47		80c	
Philo. Johnsii (Selloum)	3"	P 45		60c	
	4"	P451		80c	
Philo. Panduriforme	3"	P 44		60c	
	4"	P445		80c	
Philodendron Pertusum	3"	P 37		60c	
	4"	P 46		80c	
4" Square Pot	4"	P467		80c	
Philo. Assortment 101 25 Plants (Floridii, Dubium, Hastatum, Pertusum, Johnsii)	3"	P101		\$15.00	
Philo. Assortment 103 6 Totem Pole Plants	7"	C103		\$30.00	CLAY POTS
Podocarpus Maki	3"	P313		30c	
Podocarpus Nagi	3"	P323		30c	
Pothos Aureus	2½"	P530		20c	
	3"	P531		30c	
	4" Tub	P453		55c	
Pothos Marble Queen	2½"	P302		20c	
	3"	P303		30c	
	4" Tub	P304		55c	
Schefflera	3"	P 86		30c	
Seersucker Plant	2½"	P 38		30c	
Zeylanica Sansevieria	2½"	P551		20c	
	3"	P 55		30c	
	4" Tub	P554		55c	
Special — 3-4 lvs.	WW	5		9c	
	Bulk	4		\$35.00 for 500	
3-Plant Combination	3"	P 89		30c	
4-Plant Combination	4" Tub	P489		55c	

AMARYLLIS Bulbs thru Feb.	Diameter	Item No.	Quantity Wanted	Cost Each	No. per Box	Avg. Wt.
Low Price	2-2¼	3		10c	150	22 lbs.
Regular	2¼-2½	25		12c	100	18 lbs.
Special	2½-2¾	2		18c	100	25 lbs.
Jumbo	2¾-3¼	251		30c	75	23 lbs.

135 Plant Assortment No. 10 for \$42.

160 Plant Assortment No. 11 for \$55.

70 Plant Assortment No. 400 for \$41.

80 D. G. Plant Assort. No. 56 for \$8.80

No. 185 Floor Model Rack for \$50.

No. 90 Table Model Rack for \$30.

☐ Send Free Sales Aids

Order Gloriosa on back.

TOTAL AMOUNT
OF ORDER

\$ _____



Philodendron Johnsii
Item # P-455
7" Plastic Container

6 for \$9



2 Plants

Philodendron Pertusum
Item # P-465
6" Plastic Pot

6 for \$15



2 Plants

4 for \$14

Philodendron Monstera
Item # P-490
8" Plastic Pot



Ficus Decora
Item # P-600
6" Plastic Pot

6 for \$12

62

Philodendron P.L. [1959]
24"



2 Plants

Philodendron Pertusum
(Totem Pole)
Item # P-466
6" Plastic Pot

6 for \$12



Philodendron Pertusum
Item # P-467
4" Square Plastic Pot

20 for \$16

DewKist
PLANTS

LIBRARY
RECEIVED
★ NOV 10 1959 ★
U. S. Department of Agriculture



Please ship full boxes of the following - (F.O.B. Apopka)

Order	Item No.	Name	Per Box
box(es)	455	Philo. Johnsii	\$9
box(es)	465	Philo. Pertusum	\$15
box(es)	490	Philo. Monstera	\$14
box(es)	600	Ficus Decora	\$12
box(es)	466	Pertusum Totems	\$12
box(es)	467	Philo. Pertusum	\$16

Ship to:

Name _____

Address _____

City _____

order form



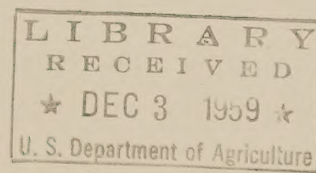
APOPKA, FLORIDA

Speciman Plants for Christmas



2 Plants

AFTER EXPRESS CHARGES



Philo. Monstera
Item # P-490
8" Plastic Pot

Dewkist
PLANTS

Cost 4 for \$14

Sell for \$7.49 ea.

62

[1959]

Please ship full boxes of the following - (F.O.B. Apopka)

order form ^{Ra}

Order	Item No.	Name	Per Box
_____ box(es)	455	Philo. Johnsii	\$9
_____ box(es)	465	Philo. Pertusum	\$15
_____ box(es)	466	Philo. Pert. Totem	\$12
_____ box(es)	467	Philo. Pertusum	\$16
_____ box (es)	490	Philo. Monstera	\$14
_____ box(es)	600	Ficus Decora	\$12

Ship to:

Name _____

Address _____

City _____



Send Free Sales Aids



APOPKA, FLORIDA



Philodendron Selloum
 Item # P-455
 7" Plastic Cont.

Cost 6 for \$9

Sell for \$3.49 ea.



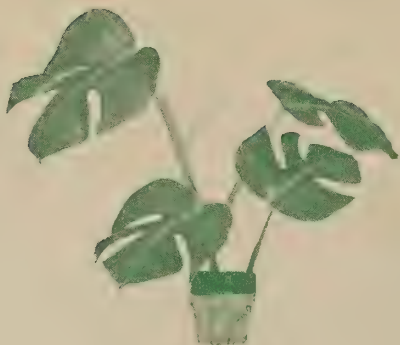
Philodendron Pertusum
 Item # P-465
 6" Plastic Pot

Cost 6 for \$15

Sell for \$5.49 ea.

John's
 PLANTS

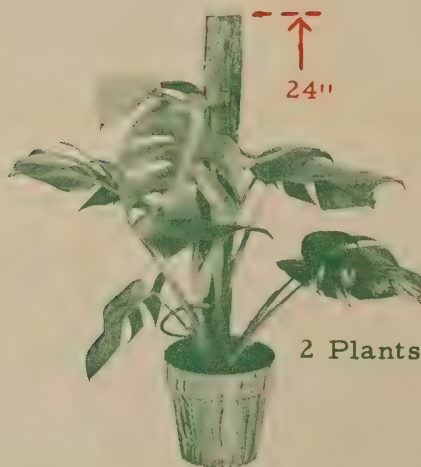
EARN OVER 40% GROSS



Philodendron Pertusum
 Item # P-467
 4" Square Plastic Pot

Cost 20 for \$16

Sell for \$1.69



Philodendron Pertusum
 Totem Pole
 (Item # P-466)
 6" Plastic Pot

Cost 6 for \$12

Sell for \$4.49 ea.



Ficus Decora
 Item # P-600
 6" Plastic Pot

Cost 6 for \$12

Sell for \$4.49 ea.

62

when you are in Florida

stop by and visit our 48
acre nurseries at Apopka.

We've been growing for
26 years and would love
to show you around.

Apopka is just 13 miles
northwest of Orlando
on Highway #441, the
well-known "Orange
Blossom Trail."

Philodendron
PANDURIFORME

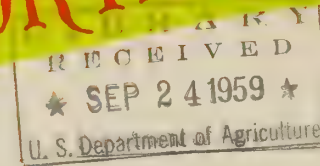
PHILODENDRON
Cordatum

[1959]

APOPKA, FLORIDA

Ra

John's ASSORTMENT #11

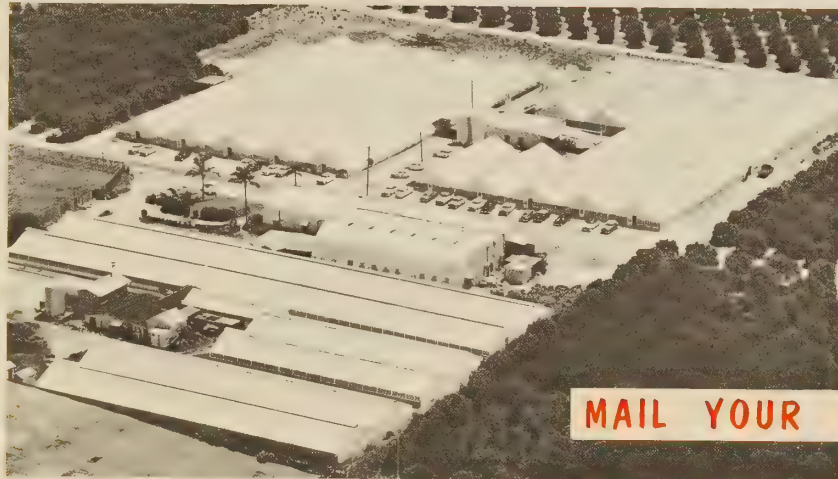


160 LUSH GREEN PLANTS FOR \$ 55.

All plants are carefully selected from our 26 best selling varieties

* Your total Sales \$112.⁴⁰ (41% gross after express)

© 1959 by John Masek



* 60 in 2½" plastic pots to sell for 39¢ each

* 50 in 3" plastic pots to sell for 59¢ each

* 50 in 4" plastic tubs to sell for \$1.¹⁹ each

160 Plants

...Plus complete simple instructions on
pricing, displaying and care of plants.

Free sales banners and sales aids.

MAIL YOUR POSTAGE-PAID ORDER CARD TODAY.....

* 30 day open account. (pay only express chgs. on arrival)

2 1/2" PLANT LINE

13 Varieties



ZEYLANICA
Sensevieria

NEPHTHYTIS
Green

NEANTHE BELLA
PALM

Dracaena
SANDERIANA

LAURENTII
Sansevieria



3" PLANT LINE

24 Varieties



Variegated
CHINESE EVERGREEN

Dracaena
GODSEFFIANA

Pothos
MARBLE QUEEN

HÁHNII
Sansevieria

ALUMINUM
PLANT

IVY
Hahn's

CHINESE
EVERGREEN

DICHORISANDRA
Reginae

PHILODENDRON
Cordatum

WHEN YOU SEE *DewKist*® PLANTS YOU KNOW THEY ARE



PEPEROMIA
Obtusifolia

CRASSULA

HÁHNII
Sansevieria

Variegated
PEPEROMIA



Golden
PÓTHOS

PEPEROMIA
Obtusifolia

Aralia
BALFOURIANA

NEPHTHYTIS
Green

3-PLANT
COMBINATION

BOSTON COMPACTA
Fern

Variegated
NEPHTHYTIS

JOHN'S FLORIDA GROWN-TOP QUALITY-INDOOR FOLIAGE PLANTS.



Dracaena
GODSEFFIANA

PHILODENDRON
Cordatum

IVY
Hahn's

Variegated
NEPHTHYTIS



NEANTHE BELLA
PALM

Dracaena
SANDERIANA

Podocarpus
MAKI

SCHEFFLERA

ZEYLANICA
Sansevieria

GRAPE IVY

LAURENTII
Sansevieria

Podocarpus
NAGI



Philodendron
DUBIUM

LAURENTII
Sansevieria

BOSTON COMPACTA
Fern

Dieffenbachia
ROEHRSEI

NEANTHE BELLA
PALM

Dracaena
SANDERIANA



4 PLANT
COMBINATION

IVY
Hahn's

PEPEROMIA
Obtusifolia

Golden
POTHOS

MARANTA
Kerchoveana

ALUMINUM
PLANT



Dracaena
GODSEFFIANA WARNECKII

Pothos MARBLE QUEEN

HAHNII Sansevieria

Nephthytis
GREEN VARIEGATE

4" TUBS of BEAUTY
20 Varieties

This **NEW ORDER FORM** replaces all others.

F

Please Use It!

July
1959

If you cannot order on this form — Use Ordering Instructions on the back.

Key — WW means — Plants wrapped in wax paper — roots in Sphagnum Moss.

Ship to: _____

Address: _____

City: _____ State: _____

Express Office: _____

Shipping DATE _____

Ship us quantities as marked
in the containers as marked.

F.O.B. Apopka, Fla.

EXPRESS COLLECT

"DewKist" PLANTS Available YEAR 'ROUND	POT SIZE	Item No.	PLASTIC POT		TOTAL AMOUNT ORDERED
			Quantity Wanted	Cost Each	
Aluminum Plant	3"	P193		30c	
	4" Tub	P194		55c	
Aralia Balfouriana	3"	P720		30c	
Boston Compacta Fern	3"	P213		30c	
	4" Tub	P214		55c	
Chinese Evergreen	2½"	P 64		20c	
	3"	P640		30c	
	WW	84		25c	
Variegated	3"	P643		30c	
Crassula	2½"	P732		20c	
Dichorisandra Reginae (2 plants per pot)	3"	P801		30c	
Dieffenbachia Picta	3"	P350		50c	
	4"	P351		80c	
Dieffenbachia Roehrsi	3"	P360		50c	
	4"	P364		80c	
Dish Garden Plants (Our Selection)	2"	P 56		11c	
				10c per 500	
Dracaena Godseffiana	2½"	P 33		20c	
	3"	P330		30c	
	4" Tub	P433		55c	
Dracaena Sanderiana	2½"	P 34		20c	
	3"	P340		30c	
	4" Tub	P344		55c	
Dracaena Warneckii	4" Tub	P 32		55c	
Ficus Decora	6"	P600		6 for \$12	
Grape Ivy	3"	P613		30c	
Hahnii Sansevieria	2½"	P401		20c	
	3"	P403		30c	
	4" Tub	P404		55c	
Hoya — Variegated	2½"	P 76		30c	
Ivy Hahn's	2½"	P507		20c	
	3"	P573		30c	
	4" Tub	P457		55c	
Laurentii Sansevieria	2½"	P831		20c	
	3"	P 81		30c	
	4" Tub	P834		55c	
Regular — 2 lvs.	WW	8		12c	
Special — 3-5 lvs.	WW	82		16c	
Rosette	WW	83		15c	
Maranta Kerchoveana	3"	P113		30c	
	4" Tub	P413		55c	
Neanthe Bella Palm	2"	P 59		11c	
	2½"	P590		20c	
	3"	P593		30c	
	4" Tub	P594		55c	
Nephthytis (Green)	2½"	P500		20c	
	3"	P501		30c	
	4" Tub	P502		55c	
Variegated	2½"	P200		20c	
	3"	P203		30c	
	4" Tub	P420		55c	
Peperomia	2½"	P510		20c	
	3"	P511		30c	
	4" Tub	P514		55c	
Variegated	2½"	P518		20c	
Philodendron Cordatum	2"	P 52		11c	
	2½"	P520		20c	
	3"	P521		30c	
	4" Tub	P452		55c	
Rooted Cuttings (10 to bundle)	WW	522		\$7 per 100 \$55 per 1000	

"DewKist" PLANTS Available YEAR 'ROUND	POT SIZE	Item No.	PLASTIC POT		TOTAL AMOUNT ORDERED
			Quantity Wanted	Cost Each	
Philodendron Dubium	3"	P 28		60c	
	4"	P 48		80c	
Philodendron Floridii	3"	P 39		60c	
Philodendron Hastatum	3"	P 27		60c	
	4"	P 47		80c	
Philodendron Johnsii (Selloum)	3"	P 45		60c	
	4"	P451		80c	
Philo. Panduriforme	3"	P 44		60c	
	4"	P445		80c	
Philodendron Pertusum	3"	P 37		60c	
	4"	P 46		80c	
4" Square Pot	4"	P467		80c	
Philo. Assortment 101 25 Plants (Floridii, Dubium, Hastatum, Pertusum, Johnsii)	3"	P101		\$15.00	
Philo. Assortment 103 6 Totem Pole Plants	7"	C103		\$30.00	CLAY POTS
Podocarpus Maki	3"	P313		30c	
Podocarpus Nagi	3"	P323		30c	
Pothos Aureus	2½"	P530		20c	
	3"	P531		30c	
	4" Tub	P453		55c	
Pothos Marble Queen	2½"	P302		20c	
	3"	P303		30c	
	4" Tub	P304		55c	
Schefflera	3"	P 86		30c	
Seersucker Plant	2½"	P 38		30c	
Zeylanica Sansevieria	2½"	P551		20c	
	3"	P 55		30c	
	4" Tub	P554		55c	
Special — 3-4 lvs.	WW	5		9c	
	WW	4		\$35.00 for 500	
3-Plant Combination	3"	P 89		30c	
4-Plant Combination	4" Tub	P489		55c	

SEASONAL ITEMS

— Shipped When Available —

			Quan. Want.	Plastic Pot	Quan. Want.	Paper Pot
Sprengerii Fern	3"	133		30c		25c
Plumosus Fern	3"	123		30c		25c
AZALEAS (Kurume)	3"	92		35c		30c
FOR GROWING ON	4"	921		60c		50c

135 Plant Assortment No. 10 for \$42.

70 Plant Assortment No. 400 for \$41.

#185 Floor Model Rack for \$50

#90 Table Model Rack for \$30

TOTAL AMOUNT
OF ORDER

\$ _____

ORDERING INSTRUCTIONS

QUANTITIES

Our Minimum order of \$15.00 or 30 lbs. is for your benefit . . . Smaller shipments cost you too much per plant. **ORDER FULL BOXES** — The pot sizes determines the "best pack." The plants themselves may be assorted by varieties.

Pot Size	"Best Pack"	Avg. Wt.
2" Pot	80 or 100 to a box	18 or 22
2½" pot	60 to a box	18
3" pot	50 to a box	30
4" pot	20 or 25 to a box	23 or 30
4" tub	25 to a box	30
6" pot	6 to a box	30

TERMS OF SALE

Your order is shipped on **30 days Open Account** — Keep your credit "good" by paying promptly. (We use Dun & Brodstreet collection service on delinquent accounts.)

HOW TO ORDER ON YOUR OWN ORDER FORM

1. List the plants in **Alphabetical order**.
2. List the **ITEM NO.** to show **pot size**.
3. Designate the **TYPE OF POT** By **ITEM NO. PREFIX**.

PAPER Pots — No Prefix,
PLASTIC Pots — Prefix "P,"
ALUMINUM Pots — Prefix "A,"
CLAY Pots — Prefix "C," } **same price.**

SHIPPING INFORMATION

SHIPPING DATE

Your order is scheduled for immediate shipment . . . unless you fill in the "Shipping Date" by your name.

HOW SHIPPED — (2 ways)

1. By fast, reliable **Railway Express**. (You pay the shipping charges when the plants arrive — called "Express Collect"). You save on OUR SPECIAL LOW COM-MODITY RATE to all points East of Denver if you order more than 30 lbs. or \$15.00 worth.
2. By **Air Freight** — ("Freight Collect"). Check on the LOW COMMODITY RATES to many points.

CLAIMS

Your plants should arrive in "good condition." OPEN BOXES and CHECK AT ONCE! If damaged or spoiled, have EXPRESS AGENT fill out **Joint Inspection Report #679**. File claim **immediately**, using your copy as proof of loss.
(Look for delay in transit — mishandling — freezing). If you do not get claim "satisfaction" — do not hold up your payment — Just send us the **copy of the claim and form 679** and we can follow through for you.

☆ Philodendron Cordatum

☆ Golden Pothos

☆ Variegated Nephthytis

☆ Neanthe Bella Palm

☆ Peperomia Obtusifolia

☆ Crassula

☆ Hahnii Sansevieria

☆ Agaves

☆ Nephthytis (Green)

☆ Zeylanica Sansevieria

☆ Ivy

☆ Laurentii Sansevieria

☆ Serrisa

☆ Aluminum Plant

Assortment No. 56

Dish Garden Plants
in 2" Plastic Pots

☆ from the 14 hardy varieties listed — we select an assortment of 5 or 6 highly individualistic varieties that do well together.

Each plant is growing and shipped in a 2" plastic pot — ready to use in dish gardens and small planters.

Just Order Assortment No. 56 and quantity.

PRICE { Minimum Assortment is 80 plants at 11¢ each.
Quantity Assortment of 500 or more at 10¢ each.

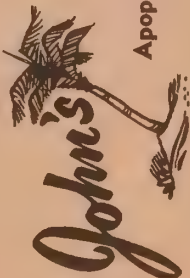


We ship the individual plants
You make your own Dish Garden

For Your Use:

F 65-2

Apopka, Florida



First Class Permit No. 4, Apopka, Fla.

ENVELOPE REPLY SENSEINISUB



Postage Stamp
Necessary
If Mailed in the
United States

Postage
Be Paid
by
Addressee

Did You Sign Your Name?
PLEASE CLOSE WITH TAPE OR STAPLE

This **NEW ORDER FORM** replaces all others.

July
1959

F

Please Use It!

If you cannot order on this form — Use Ordering Instructions on the back.

Key — WW means — Plants wrapped in wax paper — roots in Sphagnum Moss.

Ship to: _____
Address: _____
City: _____ State: _____
Express Office: _____

Shipping DATE _____

Ship us quantities as marked
in the containers as marked.

F.O.B. Apopka, Fla.
EXPRESS COLLECT

DewKist® PLANTS Available YEAR 'ROUND	POT SIZE	Item No.	PLASTIC POT		TOTAL AMOUNT ORDERED
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\$ _____

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Assortment No. 56

Dish Garden Plants

in 2" Plastic Pots

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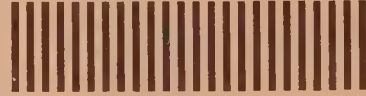
Just Order Assortment No. 56 and quantity.

PRICE { Minimum Assortment is 80 plants at 11¢ each.
Quantity Assortment of 500 or more at 10¢ each.

For Your Use:

7-59

F



No Postage Stamp Necessary If Mailed in the United States

Postage Will Be Paid by Addressee

BUSINESS REPLY ENVELOPE

First Class Permit No. 4, Apopka, Fla.



Apopka, Florida

We ship the individual plants
You make your own Dish Garden

Did You Sign Your Name?

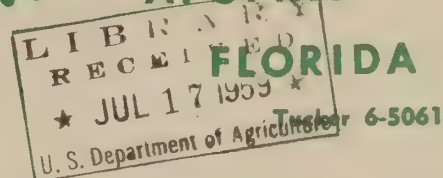
PLEASE CLOSE WITH TAPE OR STAPLE

DewKist®

PLANTS FROM

John's

APOPKA



Starting July 1, 1959...

Use this NEW WHOLESALE PRICE LIST
 with many prices lowered and
many new items added.

All are ready to ship—Order Now!

© 1959 by John Masek

Printed in U. S. A.

Order your own selection of plants or..
 order one of our proven Assortments.

Lush green plants sell well the year 'round
 and when you sell DewKist® plants you know
 they are backed by John's 25 yr's of leadership
 in the indoor foliage plant industry.

USE THE "POSTAGE FREE" ORDER FORMS --
 (complete simple ordering instructions are on them)

John's RECOMMENDED SELECTIONS

ASSORTMENT #10 135 popular plants for \$42. { 60 in 2½" plastic pots
 (over 20 varieties) { 50 in 3" plastic pots
 { 25 in 4" plastic tubs

ASSORTMENT # 400 70 very showy plants for \$41. (12 varieties)
 20 large-leaf plants in 4" plastic pots
 50 "Tubs of Beauty" in 4" plastic tubs

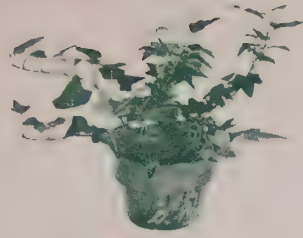
ASSORTMENT # 56 80 "Dish Garden" plants in 2" plastic pots for \$8.00
 (5 or 6 varieties that look and do well together)



IVY

GRAPE
(Rhombifolia)

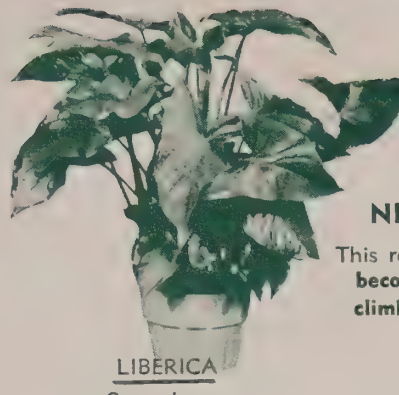
Fast growing climber.
Heavily veined hairy lvs.
Likes shade.
P613 3" 30¢



HÄHN'S

Assorted small leaf varieties. Self branching, climbing or trailing.

P507 2½" 20¢
P573 3" 30¢
P467 4" tub 55¢



NEPHTHYTIS

This rapid growing plant becomes an interesting climbing or trailing vine.

LIBERICA
Green leaves

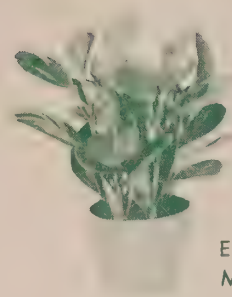
P500 2½" 20¢
P501 3" 30¢
P502 4" tub 55¢



VARIEGATED

Colorful crinkled leaves

P200 2½" 20¢
P203 3" 30¢
P420 4" tub 55¢



PEPEROMIA

Erect compact growth
Many waxy leaves.

OBTUSIFOLIA
Dark green

P510 2½" 20¢
P511 3" 30¢
P514 4" tub 55¢



VARIEGATED

More white than green

P518 2½" 20¢



PÓTHOS

You'll love this vigorous colorful plant. It wants to climb or run and does both rapidly.

AUREUS
Golden variegation

P530 2½" 20¢
P531 3" 30¢
P453 4" tub 55¢



MARBLE QUEEN

Snowy white variegation

P302 2½" 20¢
P303 3" 30¢
P304 4" tub 55¢



PHILODENDRON CORDATUM

Best known of all indoor plants because it can be used in any location

P52 2" 11¢
P520 2½" 20¢
P521 3" 30¢
P452 4" tub 55¢
W.W. 522 { 10 to a bundle \$7. per 100 \$55. per 1000



DRACAENA

Colorful shrubs for indoor growing.

WARNECKII

Exotic palm like growth to 15' tall. Very hardy.
P32 4" tub 55¢



SANDERIANA

Lots of white — Pretty from all sides

P34 2½" 20¢
P340 3" 30¢
P344 4" tub 55¢



GODSEFFIANA

Shiny dark green leaves with white dots

P33 2½" 20¢
P330 3" 30¢
P433 4" tub 55¢



CHINESE EVERGREEN

Erect cane plant. Likes shade — in water or soil. In use for centuries.

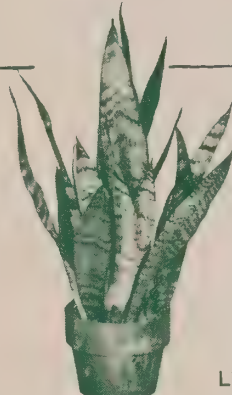
A. SIMPLEX

VARIEGATED

P64 2½" 20¢
P640 3" 30¢
W.W. 84 1 plant 25¢



P649 3" 30¢



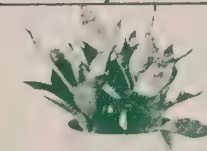
SANSEVIÉRIAS

Very hardy hemp plants — Stiff, shiny erect leaves.

Likes sun or shade, require little care.

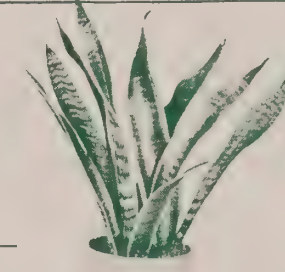
S. ZEYLANICA
Silvery green variety

P551 2½" 20¢
P55 3" 30¢
P554 4" tub 55¢
W.W. 5 3-4 leaves 9¢
4 Bulk \$35. per 500



S. HÄHNII
Patented Rosette

P401 2½" 20¢
P403 3" 30¢
P404 4" tub 55¢



S. LAURENTII
Gold-Banded variety

P831 2½" 20¢
P81 3" 30¢
P834 4" tub 55¢
W.W. 8 2 lvs. 12¢
W.W. 12 3-5 lvs. 16¢
W.W. 13 Rosette 15¢



PODOCÁRPUS

Japanese Shrubs. Branches when cut Likes light.

NAGI

Light green, hard, shiny, curved leaves

P323 3" 30¢



MAKI

Dark green lvs. in star-like growth

P313 3" 30¢



DIEFFENBÁCHIA

Showy, large lv'd cane plants. Fast erect growth.

PÍCTA

The green lv. variety

P350 3" 50¢
P351 4" 80¢

ROEHRSI

The white lv. variety

P360 3" 50¢
P364 4" 80¢



PLANT COMBINATIONS

Varieties of top quality plants growing together in the same pot.

3 PLANT

P89 3" 30¢



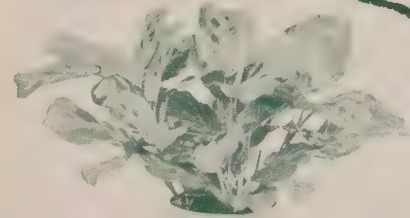
4 PLANT

P489 4" tub 55¢

New

MARÁNTA KERCHOVÉANA

"The Prayer Plant"



The leaves on this colorful plant fold up at night. Leaves are light green with dark green spots. Fast growing.

P113 3" 30¢
P413 4" tub 55¢



SEERSUCKER PLANT

(Geogenanthus)

Low spreading growth. Bronze and Green corrugated leaves.

P38 2½" 30¢



HOYÁ

(Vining "Wax Plant")

Waxy green and white leaves. Produces small white and pink flowers.

P76 2½" 30¢



ALUMINUM PLANT

(Pilea Cadierei)

Light green quilted leaves with silver on raised part. Very hardy — Fast growing.

P193 3" 30¢
P194 4" tub 55¢



ARÁLIA

BALFOURIANA

Leathery green Circular leaves fringed in white

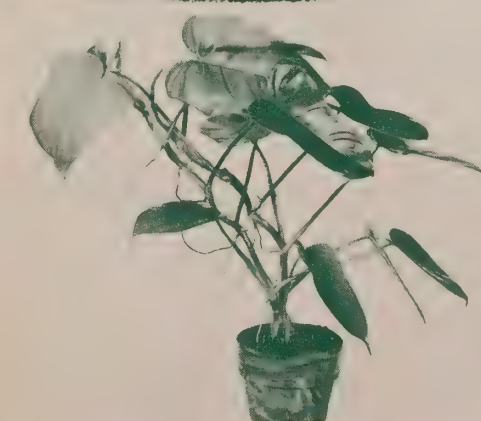
P720 3" 30¢



BOSTON COMPACTA FERN

"Old Time favorite" — erect, compact growth

P213 3" 30¢
P214 4" tub 55¢



PHILODENDRON PANDURIFORME

Climber from Brazil Interesting leathery (dull olive green)

P44 3" 60¢
P445 4" 80¢



NEÁNTHE BELLA PALM

A real miniature palm tree. Very hardy — likes shade.

P59 2" 11¢
P590 2½" 20¢
P593 3" 30¢
P594 4" tub 55¢



SCHEFFLÉRA
(Umbrella Tree)

Fast growing, glossy leaved, indoor or patio show plant. Gets big in tubs.

P86 3" 30¢



CRÁSSULA

(Aborescens)

"The Jade Plant"

Small, bushy, well shaped succulent.



REGINAE

(Dichorisandra)

Erect growing — colorful purple and green leaves

P801 3" 30¢

P732 2½" 20¢

SPECIAL AND SEASONABLE



Azaleas

We have an exceptional stock of Azaleas, for "Growing On"

P92	3" plastic pot	35¢
92	3" paper pot	30¢
P921	4" plastic pot	60¢
921	4" paper pot	50¢



FÍCUS DECORÁ

Showy, broad oval leaves
30 inches tall in 6" pots.
Shipped only in units of 6 for \$12.00



ASPÁRAGUS SPRENGERII

Item No. 133

Rapid Growing Fern — Put in urns — Likes sun.



ASPÁRAGUS PLUMOSUS

Item No. 123

A dainty climbing Fern. Keep moist — Likes sun.

30¢ each in 3" plastic pots
25¢ each in 3" paper pots

Large Leaf Philodendrons



PHILODÉNDRON FLORIDIÍ

Distinctly different — This lowly-spreading beauty has unusual leaves and fuzzy stems.
3" container, 4-6 leaves 10-14" tall
P39 3" 60¢



PHILODÉNDRON HASTATUM

The glossiest, greenest leaf of all. Moderate growth, wants to vine up.
4" container, 3-5 leaves 10-18" tall
3" size slightly smaller
P27 3" 60¢
P47 4" 80¢



PHILODÉNDRON DUBIUM

The "wild-acting" member. Rapid, dubious growth with decided climbing qualities.
4" container, 3-5 leaves 10-18" tall
3" size slightly smaller
P28 3" 60¢
P48 4" 80¢

ASSORTMENT No. 101

25 plants for \$15.
(each in a 3" plastic pot)

- 5 Pertusum
- 5 Hastatum
- 5 Johnsii
- 5 Dubium
- 5 Floridii



PHILODÉNDRON "JOHNSII"

Selloum
The new large "Erect Growing" Philodendron that keeps its symmetrical shape. New leaves grow from the center. Splendid display.
4" container, 5-7 leaves 12-20" tall
3" size slightly smaller
P45 3" 60¢
P451 4" 80¢



PHILODÉNDRON PERTUSUM

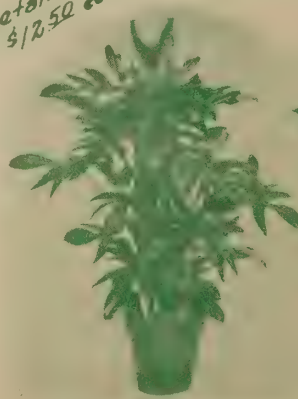
The "cut-leaf" Philodendron. Eager, vining, growth best displayed on "totem pole."
4" container, 3-5 leaves 16-24" tall
3" size slightly smaller
P37 3" 60¢
P46 4" 80¢
P467 4" sq. pot 80¢

ASSORTMENT No. 103

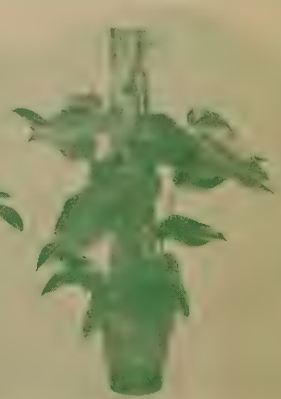
6 Totem Pole Plants for \$30.

(Each is a 24" specimen growing up a bark slab in a 7" clay pot.)

Retail for \$12.50 each.



2 P. FLORIDIÍ



2 P. HASTATUM



2 P. PERTUSUM

We reserve the right to make a few changes in the assortment due to crop conditions. Plants of equal or better value will be substituted.

62

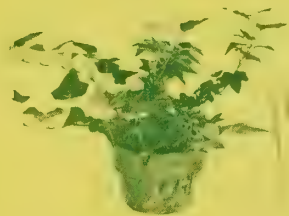
"TUBS of BEAUTY"

ALL in 4" PLASTIC TUBS

Ra
4-1-59



PHILODENDRON
(6 plants per Tub)
Item No. 452



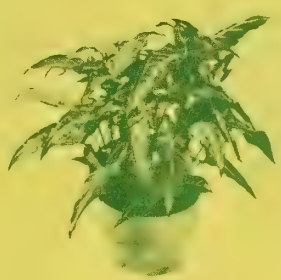
IVY (Assorted Varieties)
(6 plants per Tub)
Item No. 457



PÓTHOS (Golden)
(5-6 plants per Tub)
Item No. 453



ALUMINUM PLANT
(6 plants per Tub)
Item No. 194



NEPHTHYTIS (Variegated)
(6 plants per Tub)
Item No. 420

These 5 TUBS may be
ordered in any assortment
to make up a box of 25

Cost 55¢ each
Sell for 99¢
Box of 25 - \$13.75 F.O.B. Apopka



5 PLANT COMBINATION
(5 different varieties)
Item No. 489

Cost 60¢ each
Sell for \$1.19



PÓTHOS (Marble Queen)
(5 plants per Tub)
Item No. 304

Cost 65¢ each
Sell for \$1.29



PHILODENDRON (Pertusum)
Item No. 467

The "Cut Leaf"
Philodendron

This beautiful and popular
plant has 4 or more leaves,
14 to 20" tall - growing in
4" Square Plastic Pot.

Cost only 95¢ each
Sell for \$1.79

Box of 20 - \$19.00
F.O.B. Apopka



DRACÁENA (Wärneckii)
Item No. 32

Cost 75¢ each
Sell for \$1.39

These 3 TUBS may be
ordered in any assortment
to make up a box of 25

2 PROVEN ASSORTMENTS

ASSORTMENT 49 in 2½" PLASTIC POTS

120 Plants - \$25.10 F.O.B.

Suggested Retail 39¢ each
for Avg. Gross of 45%

QUAN. EACH	9 VARIETIES
30	Philodendron
15	Nephtytis (Green)
20	Variegated Nephtytis
10	Ivy (Asst. Varieties)
10	Variegated Peperomia
10	Neanthe Bella Palm
10	Dracaena Sanderiana
5	Dracaena Godseffiana
10	Peperomia

in 2 boxes - Wt. 36 lbs.

ASSORTMENT 493 in 3" PLASTIC POTS

100 Plants - \$30.00 F.O.B.

Suggested Retail 59¢ each
for Avg. Gross of 45-49%

QUAN. EACH	12 VARIETIES
5	Aluminum Plants
20	Philodendron
5	3-Plant Combination
5	Nephtytis (Green)
10	Variegated Nephtytis
15	Golden Pothos
5	Schefflera
5	Pothos Marble Queen
10	Ivy (Asst. Varieties)
5	Podocarpus Nagi
10	Dracaena Godseffiana
5	Peperomia

in 2 boxes - Wt. 70 lbs.

PHILODENDRON ASSORTMENTS
LISTED ON THE BACK -----



NEPHTHYTIS
This rapid growing plant becomes an interesting climbing or trailing vine.

LIBERICA		VARIEGATED	
Green leaves		Colorful crinkled leaves	
P50 2" 11¢	P20 2" 14¢	P200 2½" 22¢	P203 3" 30¢
P500 2½" 20¢	P200 2½" 22¢	P203 3" 30¢	P420 4" tub 55¢
P501 3" 30¢			



PEPEROMIA
Erect compact growth — Many waxy lush green leaves.

OBTUSIFOLIA		VARIEGATED	
Dark green		More white than green	
P51 2" 11¢	P510 2½" 20¢	P511 3" 30¢	P518 2½" 22¢
P510 2½" 20¢			



POTHOS
You'll love this vigorous colorful plant. It wants to climb or run and does both rapidly.

MARBLE QUEEN		AUREUS	
Snowy white variegation		Golden variegation	
P30 2" 17¢	P303 3" 30¢	P53 2" 11¢	P531 3" 30¢
P304 4" tub 65¢		P453 4" tub 55¢	



IVY
HÄHN'S
Assorted small leaf varieties. Self branching, climbing or trailing.

P57 2" 12¢	P507 2½" 20¢	P573 3" 30¢	P457 4" tub 55¢
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GRAPE
(Rhombifolia)
Fast growing climber. Heavily veined hairy lvs. Likes shade.

P613 3" 30¢



3-PLANT COMBINATION
Here's a real bargain! — 3 Varieties of top quality plants growing together in the same pot.

P89 3" 30¢



CHINESE EVERGREEN
Erect cane plant. Likes shade — in water or soil. In use for centuries.

SIMPLEX		VARIEGATED	
Produces interesting flower.		Shorter and slower growing.	
P35 2" 14¢	P640 3" 30¢	P643 3" 30¢	



NEANTHE BELLA PALM
A real miniature palm tree. Very hardy — likes shade.

P59 2" 14¢	P590 2½" 22¢	P593 3" 30¢
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REGINAE
(Dichorisandra)
Erect growing — colorful purple and green leaves all face one direction.

P80 2½" 22¢	P801 3" 30¢
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DRACAENA
Colorful shrubs for indoor growing.

GODSEFFIANA		SANDERIANA	
Shiny dark green leaves with white dots		Lots of white — Pretty from all sides	
P33 2½" 22¢	P330 3" 30¢	P34 2½" 22¢	P340 3" 30¢



ALUMINUM PLANT
(Pilea Cadierei)
Light green quilted leaves with silver on raised part. Very hardy — Fast growing.

P19 2" 17¢	P193 3" 30¢	P194 4" tub 55¢
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ARALIA
Completely different exotic shrub

P720 3" 30¢



FÍCUS RADICANS
Spreading tropical creeper. Crinkled white and green leaves.

P90 2½" 27¢



PODOCÁRPUS
Japanese Shrubs. Branches when cut — Likes light.

MAKÍ		NAGÍ	
Dark green lvs. in star-like growth		Light green, hard, shiny, curved leaves	
P31 2" 11¢	P313 3" 30¢	P323 3" 30¢	



CRÁSSULA
(Aborescens)
"The Jade Plant"
Small, bushy, well shaped succulent.

P73 2" 11¢	P732 2½" 20¢
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SEERSUCKER PLANT
(Geogenanthus)
Low spreading growth. Bronze and Green corrugated leaves.

P38 2½" 30¢



HOYA
(Vining "Wax Plant")
Waxy green and white leaves. Produces small white and pink flowers.

P76 2½" 30¢



AGÁVE
(Century Plant)
Slow growing rosettes. Light green, stiff, spiny leaves.

P58 2" 11¢



SERRISA
(Foetida-Variegated)
Very dainty, woody plant with perfect white margined leaves.

P74 2" 11¢



DIEFFENBÁCHIA
Showy, large lvs. cane plants. Fast erect growth.

PÍCTA		ROEHRSI	
The green lv. variety		The white lv. variety	
P350 3" 55¢	P351 4" \$1.10	P360 3" 65¢	



SANSEVIÉRIAS
Very hardy hemp plants — Likes sun or shade, require little care. Stiff, shiny erect leaves.

S. LAURENTII		S. ZEYLANICA		S. HAHNII	
Gold-Banded variety		Silvery green variety		Patented Rosette	
P830 2" 14¢	P831 2½" 20¢	P81 3" 30¢	P550 2" 11¢	P551 2½" 20¢	P55 3" 30¢



BOSTON COMPACTA FERN
"Old Time favorite" — erect, compact growth.

P213 3" 30¢



SCHEFFLÉRA
(Umbrella Tree)
Fast growing, glossy leaved, indoor or patio show plant. Gets big in tubs.

P86 3" 30¢



FÍCUS DECORA
Showy, broad oval leaves

P600 6" 6 for 12.00



PHILODENDRON PANDURIFORME
Climber from Brazil. Interesting leathery texture, (dull olive green).

P44 3" 65¢

Sell COLOR

that lasts...



CALADIUM PLANTS

Assorted Varieties of REDS AND WHITES ...

<u>Item No.</u>	<u>Description</u>	<u>Cost Each</u>	<u>Retail Value</u>
63	Caladium Plant in 3" <u>Paper Pot</u>	25¢	49¢
C-63	Caladium Plant in 3" <u>Clay Pot</u>	30¢	59¢ - 69¢
P-63	Caladium Plant in 3" <u>Plastic Pot</u>	30¢	59¢ - 69¢

FREE:

25 "Growing Instruction" customer give aways with every 50 plants.

John's

PLANTS SEEDS BULBS
Apopka, Florida

ORDER NOW

- ☐ Send me 50 Caladium Plants in 3" Paper Pots
at 25¢ each, F.O.B. Apopka.
- ☐ Send me 50 Caladium Plants in 3" Clay Pots
at 30¢ each, F.O.B. Apopka.
- ☐ Send me 50 Caladium Plants in 3" Plastic Pots
at 30¢ each, F.O.B. Apopka.

Ship to: _____

Address _____

City _____

State _____

Philodendrons

PHILODENDRON CORDATUM

Best known of all indoor plants because it can be used in any location — A vigorous grower whether climbing or trailing . . . In soil or water.



PHILODENDRON PERTUSUM

The "cut-leaf" Philodendron. Eager, vining, growth best displayed on "totem pole."

4" container, 3-5 leaves
16-24" tall
3" size slightly smaller

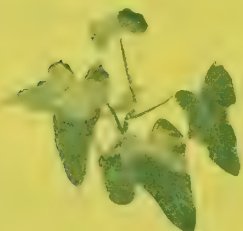


PHILODENDRON "JOHNSII"

Selloum

The new large "Erect Growing" Philodendron that keeps its symmetrical shape. New leaves grow from the center. Splendid display.

4" container, 5-7 leaves
12-20" tall
3" size slightly smaller



PHILODENDRON HASTATUM

The glossiest, greenest leaf of all. Moderate growth, wants to vine up.

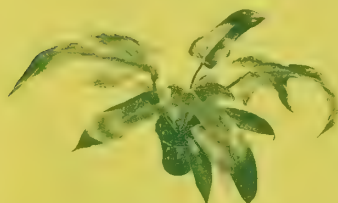
4" container, 3-5 leaves
10-18" tall
3" size slightly smaller



PHILODENDRON DUBIUM

The "wild-acting" member. Rapid, dubious growth with decided climbing qualities.

4" container, 3-5 leaves
10-18" tall
3" size slightly smaller



PHILODENDRON FLORIDI

Distinctly different — This lowly-spreading beauty has unusual leaves and fuzzy stems.

3" container, 4-6 leaves
10-14" tall

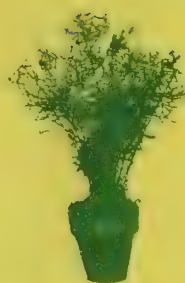


PHILODENDRON MONSTERRA

Monstrous leaves, long stems. Slow growth makes excellent for permanent display.

4" container, 3-4 leaves
15-24" tall

Ferns



ASPÁRAGUS SPRENGERII

Rapid Growing Fern — Put in urns — Likes sun.

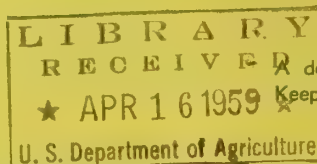


ASPÁRAGUS PLUMÓSUM

dainty climbing Fern. Keep moist — Likes sun.

in 3" Plastic Pots

Cost 30¢ each



Philodendron ASSORTMENTS

No. 101

25 Plants
in 3" Pots

\$13.75 in Paper Pots
\$15.00 in Plastic Pots

5 Johnsii
5 Pertusum
5 Hastatum

5 Floridii
5 Dubium

No. 102

15 Plants
in 4" Pots

\$19.50 in Paper Pots
\$21.00 in Plastic Pots

3 Johnsii
3 Monsterra
3 Pertusum

3 Hastatum
3 Dubium

No. 103

6 TOTEM POLE PLANTS for \$30

Each is a 24" Specimen Plant growing up a bark slab in a 7" Clay pot.

2 Floridii
2 Hastatum

2 Pertusum

Retail for \$12.50 each



P. FLORIDI



P. HASTATUM



P. PERTUSUM

We reserve the right to make a few changes in the assortment due to crop conditions. Plants of equal or better value will be substituted.

This **NEW ORDER FORM** for Jan. & Feb. '59

Please Use It!

If you cannot order on this form — Use Ordering Instructions on the back. ✱

Key — "NO" means — Not available in paper pots.

WW means — Plants wrapped in wax paper — roots in Sphagnum Moss.

Ship to: _____
 Address: _____
 City: _____ State: _____
 Express Office: _____

Shipping DATE _____
 Ship us quantities as marked
 in the containers as marked.
F.O.B. Apopka, Fla.
EXPRESS COLLECT

THESE PLANTS Available YEAR 'ROUND						THESE PLANTS Available YEAR 'ROUND								
POT SIZE	Item No.	PLASTIC POT		PAPER POT		TOTAL AMOUNT ORDERED	POT SIZE	Item No.	PLASTIC POT		POT PAPER		TOTAL AMOUNT ORDERED	
		Quantity Wanted	Cost Each	Quantity Wanted	Cost Each				Quantity Wanted	Cost Each	Quantity Wanted	Cost Each		
Agaves	2"	58		11c		9c	PHILODENDRONS							
Aluminum Plant	2"	19		17c		15c	Philo. Cordatum	2"	52		11c		9c	
	3"	193		30c		NO		2½	520		20c		18c	
	Tub 4"	194		55c		NO		3"	521		30c		25c	
Aralia Balfouriana	3"	720		30c		NO	Tub 4"	452		55c		NO		
Boston Compacta Fern	3"	213		30c		NO	Rooted Cuttings (10 to bundle)		WW	522		\$7 per 100 \$55 per 1000	—	
Chinese Evergreen	2"	35		14c		12c	Philo. Johnsii (Selloum)	3"	45		60c		55c	
	3"	640		30c		NO		4"	451		1.10		1.00	
	WW	84		25c wax wrapped			Philo. Panduriforme	3"	44		60c		55c	
Variegated	3"	643		30c		NO	Philo. Assortment 101 25 Plants (Floridii, Dubium, Hastatum, Pertusum, Johnsii)	3"	101		13.00		13.75	
Crassula	2"	73		11c		9c	Philo. Assortment 102 15 Plants (Johnsii, Monstera, Pertusum, Hastatum, Dubium,)	4"	102		21.00		19.50	
	2½	732		20c		18c				Each	1.40		1.30	
Dichorisandra Reginae	2½	80		22c		NO	Philo. Assortment 103 6 Totem Pole Plants	7"	103		\$30.00 IN CLAY POTS			
Dieffenbachia Picta	3"	350		55c		50c	Podocarpus Maki	2"	31		11c		9c	
	4"	351		1.10		1.00		3"	313		30c		25c	
Dieffenbachia Roehrsii	3"	360		65c		60c	Podocarpus Nagi	3"	323		30c		25c	
Dish Garden Plants (Our Selection)	2"	56		11c		9c	Pothos Aureus	2"	53		11c		9c	
Dracaena Godseffiana	2½	33		22c		NO		3"	531		30c		NO	
Dracaena Sanderiana	2½	34		22c		NO	Tub 4"	453		55c		NO		
	3"	340		30c		NO	Pothos Marble Queen	2"	30		17c		15c	
Dracaena Warneckii	Tub 4"	32		75c		NO		3"	303		30c		NO	
Ficus Decora	6"	600		6 Plants for \$12			Tub 4"	304		65c		NO		
							Schefflera	3"	86		30c		25c	
Ficus Radicans	2½	90		27c		NO	Seersucker Plant	2½	38		30c		NO	
Grape Ivy	3"	613		30c		25c	Serrisa	2"	74		11c		9c	
Hahnii Sansevieria	2"	40		14c		12c	Zeylanica Sansevieria	2"	550		11c		9c	
	2½	401		22c		20c		2½	551		20c		NO	
	3"	403		30c		NO		3"	55		30c		25c	
Hoya - Variegated	2½	76		30c		NO	Special - 3-4 lvs.		WW	5		9c wax wrapped		
Ivy Hahn's	2"	57		12c		10c		WW	4		\$35.00 for 500			
	2½	507		20c		18c	3-Plant Combination	3"	89		30c		25c	
	3"	573		30c		NO	5-Plant Combination							
Tub 4"	457		55c		NO	Tub 4"	489		60c		NO			
Laurentii Sansevieria	2"	830		14c		12c	SEASONAL ITEMS							
	2½	831		20c		NO	— Shipped When Available —							
	3"	81		30c		25c	Plumosus Fern (Jan. thru April)	3"	123		30c		25c	
Regular - 2 lvs.	WW	8		12c wax wrapped			Sprengerii Fern (Jan. thru April)	3"	133		30c		25c	
Special - 3-5 lvs.	WW	82		16c wax wrapped			AZALEAS (Kurume)	3"	92		35c		30c	
Rosette	WW	83		15c wax wrapped			(Late Jan. thru Feb.)	4"	921		60c		50c	
Neanthe Bella Palm	2"	59		14c		12c	GARDENIAS (Veitchii) Regular (Oct.-April)	3"	70		30c		25c	
	2½	590		22c		20c	Special in Bud & Bl. (Lt. Mar.-Early Apr.)	3"	705		36c		32c	
	3"	593		30c		25c	CALADIUM Plants (March and April)	3"	63		30c		25c	
Nephthytis (Green)	2"	50		11c		9c	CALADIUM Bulbs — Ask for Special Listing							
	2½	500		20c		18c	AMARYLLIS Bulbs (Sept. thru Feb.)	Diameter		Item No.	Quantity Wanted	Cost Each	No. per Box	Avg. Wt.
	3"	501		30c		25c	Low Price	2-2¼		3		10c	150 - 22 lbs.	
Variegated	2"	20		14c		12c	Regular	2¼-2½		25		12c	100 - 18 lbs.	
	2½	200		22c		20c	Special	2½-2¾		2		18c	100 - 25 lbs.	
	3"	203		30c		NO	Jumbo	2¾-3¼		251		30c	75 - 23 lbs.	
Tub 4"	420		55c		NO									
Peperomia	2"	51		11c		9c								
	2½	510		20c		18c								
	3"	511		30c		25c								
Variegated	2½	518		22c		NO								

TOTAL AMOUNT

TOTAL AMOUNT OF ORDER \$ _____

ORDERING INSTRUCTIONS

QUANTITIES

Our Minimum order of \$15.00 or 30 lbs. is for your benefit . . . Smaller shipments cost you too much per plant. **ORDER FULL BOXES** — The pot sizes determines the "best pack." The plants themselves may be assorted by varieties.

Pot Size	"Best Pack"	Avg. Wt.
2" pot	80 or 100 to a box	18 or 22
2 1/2" pot	60 to a box	18
3" pot	50 to a box	30
4" pot	15 or 25 to a box	23 or 40
6" pot	12 to a box	30

TERMS OF SALE

Your order is shipped on **30 days Open Account** — Keep your credit "good" by paying promptly. (We use Dun & Brodstreet collection service on delinquent accounts.)

HOW TO ORDER ON YOUR OWN ORDER FORM

1. List the plants in Alphabetical order.
2. List the ITEM NO. to show pot size.
3. Designate the TYPE OF POT By ITEM NO. PREFIX.

PAPER Pots — No Prefix.
 PLASTIC Pots — Prefix "P."
 ALUMINUM Pots — Prefix "A."
 CLAY Pots — Prefix "C." } All three are same price.

SHIPPING INFORMATION

SHIPPING DATE

Your order is scheduled for immediate shipment . . . unless you fill in the "Shipping Date" by your name.

HOW SHIPPED — (2 ways)

1. By fast, reliable **Railway Express**. (You pay the shipping charges when the plants arrive — called "Express Collect"). You save on OUR SPECIAL LOW COM-MODITY RATE to all points East of Denver if you order more than 30 lbs. or \$15.00 worth.
2. By **Air Freight** — on NATIONAL or RIDDLER Airlines. ("Freight Collect"). Check on the LOW COMMODITY RATES to many points.

CLAIMS

Your plants should arrive in "good condition." OPEN BOXES and CHECK AT ONCE! If damaged or spoiled, have EXPRESS AGENT fill out **Joint Inspection Report #679**. File claim immediately, using your copy as proof of loss. (Look for delay in transit — mishandling — freezing). If you do not get claim "satisfaction" — do not hold up your payment — just send us the **copy of the claim and form 679** and we can follow **for you**.

John's ALUMINUM

2 MODELS

Floor Model #185 - (\$50)

Holds 150 plants plus

50 or more in drip pan.

5'1" tall - 3' wide - 30" deep

Table Model #90 - (\$30)

Holds 90 plants plus

25 more in drip pan.

27" tall - 3' wide - 22" deep

Write ORDER BELOW

For Your Use:

"GARDEN CENTER RACKS"

Here is the KEY to your complete SELF-SERVICE PLANT DEPARTMENT.

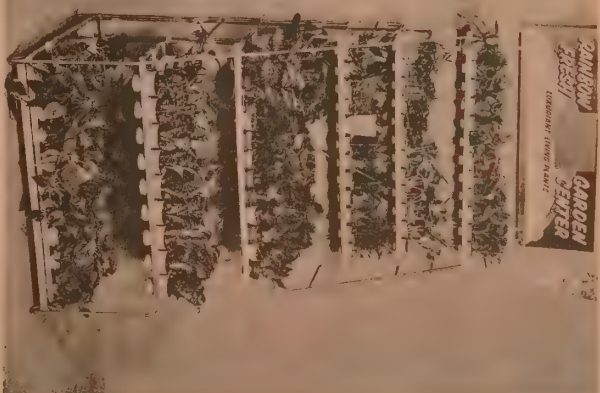
EASY TO SET UP AND ARRANGE

EASY TO SERVICE AND WATER

EASY TO SELECT AND BUY FROM

EASY TO MOVE OR STORE

"Over 1000 being used by
 Retailers all over the U.S."



65-1

PLANTS SEEDS BULBS
Apopka, Florida
 TUCKER 6-5061

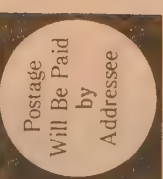
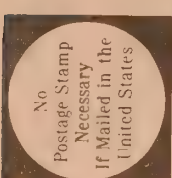


BUSINESS REPLY ENVELOPE

First Class Permit No. 4, Apopka, Fla.

U. S. Department of Agriculture

NO POSTAGE
 NECESSARY
 IF MAILED IN THE
 UNITED STATES



Did You Sign Your Name?

PLEASE CLOSE WITH TAPE OR STAPLE

This NEW ORDER FORM

for April - '59

Please Use It!

If you cannot order on this form — Use Ordering Instructions on the back. *

Key — "NO" means — Not available in paper pots.

WW means — Plants wrapped in wax paper — roots in Sphagnum Moss.

Ship to: _____

Address _____

City _____ State _____

Express Office _____

Shipping DATE _____

Ship us quantities as marked
in the containers as marked.

F.O.B. Apopka, Fla.

EXPRESS COLLECT

THESE PLANTS Available YEAR 'ROUND	POT SIZE	Item No.	PLASTIC POT Quantity Wanted	Cost Each	PAPER POT Quantity Wanted	Cost Each	TOTAL AMOUNT ORDERED
Agaves	2"	58		11c		9c	
Aluminum Plant	2"	19		17c		15c	
	3"	193		30c		NO	
Tub	4"	194		55c		NO	
Aralia Balfouriana	3"	720		30c		NO	
Boston Compacta Fern	3"	213		30c		NO	
Chinese Evergreen	2"	35		14c		12c	
	3"	640		30c		NO	
	WW	84		25c wax wrapped			
Variegated	3"	643		30c		NO	
Crassula	2"	73		11c		9c	
	2½	732		20c		18c	
Dichorisandra Reginae	2½	80		22c		NO	
	3"	801		30c		NO	
Dieffenbachia Picta	3"	350		55c		50c	
	4"	351		1.10		1.00	
Dieffenbachia Roehrsi	3"	360		65c		60c	
Dish Garden Plants (Our Selection)	2"	56		11c		9c	
Dracaena Godseffiana	2½	33		22c		NO	
	3"	330		30c		NO	
Dracaena Sanderiana	2½	34		22c		NO	
	3"	340		30c		NO	
Dracaena Warneckii Tub	4"	32		75c		NO	
Ficus Decora	6"	600		6 Plants for \$12			
Ficus Radicans	2½	90		27c		NO	
Grape Ivy	3"	613		30c		25c	
Hahnii Sansevieria	2"	40		14c		12c	
	2½	401		22c		20c	
	3"	403		30c		NO	
Hoya - Variegated	2½	76		30c		NO	
Ivy Hahn's	2"	57		12c		10c	
	2½	507		20c		18c	
	3"	573		30c		NO	
Tub	4"	457		55c		NO	
Laurentii Sansevieria	2"	830		14c		12c	
	2½	831		20c		NO	
	3"	81		30c		25c	
Regular - 2 lvs.	WW	8		12c wax wrapped			
Special - 3-5 lvs.	WW	82		16c wax wrapped			
Rosette	WW	83		15c wax wrapped			
Neanthe Bella Palm	2"	59		14c		12c	
	2½	590		22c		20c	
	3"	593		30c		25c	
Nephtytis (Green)	2"	50		11c		9c	
	2½	500		20c		18c	
	3"	501		30c		25c	
Variegated	2"	20		14c		12c	
	2½	200		22c		20c	
	3"	203		30c		NO	
Tub	4"	420		55c		NO	
Peperomia	2"	51		11c		9c	
	2½	510		20c		18c	
	3"	511		30c		25c	
Variegated	2½	518		22c		NO	

THESE PLANTS Available YEAR 'ROUND	POT SIZE	Item No.	PLASTIC POT Quantity Wanted	Cost Each	POT PAPER Quantity Wanted	Cost Each	TOTAL AMOUNT ORDERED
PHILODENDRONS							
Philo. Cordatum	2"	52		11c		9c	
	2½	520		20c		18c	
	3"	521		30c		25c	
Tub	4"	452		55c		NO	
Rooted Cuttings (10 to bundle)	WW	522		\$7 per 100 \$55 per 1000		—	
Philo. Johnsii	3"	45		60c		55c	
(Selloum)	4"	451		1.10		1.00	
Philo. Panduriforme	3"	44		60c		55c	
Philo. Assortment 101 25 Plants (Floridii, Dubium, Hastatum, Pertusum, Johnsii)	3"	101		15.00		13.75	
Philo. Assortment 102 15 Plants (Johnsii, Monstera, Pertusum, Hastatum, Dubium,	4"	102		21.00		19.50	
			Each	1.40		1.30	
Philo. Assortment 103 6 Totem Pole Plants	7"	103		\$30.00 IN CLAY POTS			
Podocarpus Maki	2"	31		11c		9c	
	3"	313		30c		25c	
Podocarpus Nagi	3"	323		30c		25c	
Pothos Aureus	2"	53		11c		9c	
	3"	531		30c		NO	
Tub	4"	453		55c		NO	
Pothos Marble Queen	2"	30		17c		15c	
	3"	303		30c		NO	
Tub	4"	304		65c		NO	
Schefflera	3"	86		30c		25c	
Seersucker Plant	2½	38		30c		NO	
Serrisa	2"	74		11c		9c	
Zeylanica Sansevieria	2"	550		11c		9c	
	2½	551		20c		NO	
	3"	55		30c		25c	
Special - 3-4 lvs.	WW	5		9c wax wrapped			
	WW	4		\$35.00 for 500			
3-Plant Combination	3"	89		30c		25c	
5-Plant Combination Tub	4"	489		60c		NO	
SEASONAL ITEMS — Shipped When Available —							
Plumosus Fern (Jan. thru April)	3"	123		30c		25c	
Sprengerii Fern (Jan. thru April)	3"	133		30c		25c	
AZALEAS (Kurume)	3"	92		35c		30c	
FOR GROWING ON	4"	921		60c		50c	
GARDENIAS (Veitchii) Regular (Oct.-April)	3"	70		30c		25c	
Special in Bud & Bl. (Lt. Mar.-Early Apr.	3"	705		36c		32c	
CALADIUM Plants (March and April)	3"	63		30c		25c	
SOUTHERN STATES ONLY							

TOTAL AMOUNT
OF ORDER

\$ _____

ORDERING INSTRUCTIONS

QUANTITIES

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Pot Size	"Best Pack"	Avg. Wt.
2" pot	80 or 100 to a box	18 or 22
2½" pot	60 to a box	18
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4" pot	15 or 25 to a box	23 or 40
6" pot	12 to a box	30

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(Look for delay in transit — mishandling — freezing). If you do not get claim "satisfaction" — do not hold up your payment — Just send us the **copy of the claim and form 679** and we can follow through for you.

John's ALUMINUM

2 MODELS

Floor Model #185 - (\$50)

Holds 150 plants plus

50 or more in drip pan.

5'1" tall - 3' wide - 30" deep

Table Model #90 - (\$30)

Holds 90 plants plus

25 more in drip pan.

2'7" tall - 3' wide - 22" deep

Write ORDER BELOW

For Your Use:

65-4

"GARDEN CENTER RACKS"

Here is the KEY to your complete SELF-SERVICE PLANT DEPARTMENT.

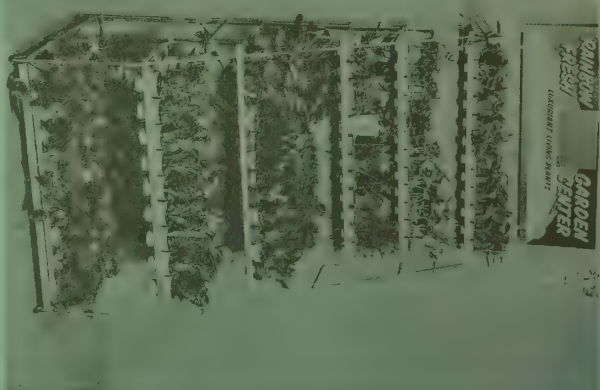
EASY TO SET UP AND ARRANGE

EASY TO SERVICE AND WATER

EASY TO SELECT AND BUY FROM

EASY TO MOVE OR STORE

"Over 1000 being used by
 Retailers all over the U.S."

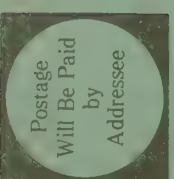
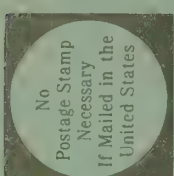


Apopka, Florida
 PLANTS SEEDS BULBS



First Class Permit No. 4, Apopka, Fla.

BUSINESS REPLY ENVELOPE



Did You Sign Your Name?
 PLEASE CLOSE WITH TAPE OR STAPLE

"TUBS of BEAUTY"

The biggest pots full
of lush green plants
you've ever seen!

ALL in 4" PLASTIC TUBS



P489

5 PLANT
COMBINATION
(5 different varieties)

Cost 60¢ each

Sell for \$1.19

Box of 25 - \$15. FOB APOPKA

These 2 may be ordered
together to make up box
of 25.



P304

Pothos MARBLE QUEEN
(5 plants per Tub)

Cost 65¢ each

Sell for \$1.29

LIBRARY
RECEIVED
★ JAN 23 1957
U. S. Department of Agriculture



P452

PHILODENDRON
(6 plants per Tub)



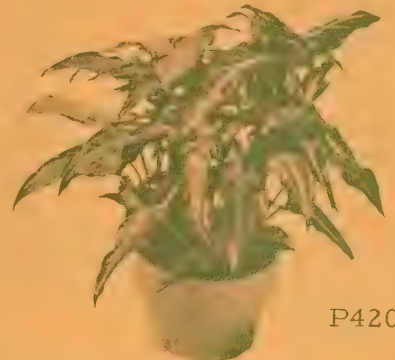
P453

GOLDEN POTHOS
(5-6 plants per Tub)



P457

IVY (Assorted Varieties)
(6 plants per Tub)



P420

Variegated NEPHTHYTIS
(6 plants per Tub)



P194

ALUMINUM PLANT
(6 plants per Tub)

These 5 TUBS may be
ordered in any assortment
to make up a box of 25.

Cost 55¢ each
Sell for 99¢

Box of 25 - \$13.75 FOB APOPKA

The "Cut Leaf"
Philodendron

These beautiful and popular
plants have 4 or more leaves,
22 to 30" tall - growing in
4" Square Plastic Pots.

Cost only 95¢ each
Sell for \$1.79

Box of 20 - \$19.00

F.O.B. Apopka



P467

PHILODENDRON PERTUSUM



NEPHTHYTIS

This rapid growing plant becomes an interesting climbing or trailing vine.

LIBERICA

Green leaves

P50 2" 11¢
P500 2½" 20¢
P501 3" 30¢

VARIEGATED

Colorful crinkled leaves

P20 2" 14¢
P200 2½" 22¢
P203 3" 30¢
P420 4" tub 55¢



PEPEROMIA

Erect compact growth — Many waxy lush green leaves.

OBTUSIFOLIA

Dark green

P51 2" 11¢
P510 2½" 20¢
P511 3" 30¢

VARIEGATED

More white than green

P518 2½" 22¢



POTHOS

You'll love this vigorous colorful plant. It wants to climb or run and does both rapidly.

MARBLE QUEEN

Snowy white

variegation
P30 2" 17¢
P303 3" 30¢
P304 4" tub 65¢

AUREUS

Golden variegation

P53 2" 11¢
P531 3" 30¢
P453 4" tub 55¢



IVY

HÄHN'S

Assorted small leaf varieties. Self branching, climbing or trailing.

P57 2" 12¢
P507 2½" 20¢
P573 3" 30¢
P457 4" tub 55¢



GRAPE

(Rhombifolia)

Fast growing climber. Heavily veined hairy lvs. Likes shade.

P613 3" 30¢



3-PLANT COMBINATION

Here's a real bargain! —

3 Varieties of top quality plants growing together in the same pot.

P89 3" 30¢



CHINESE EVERGREEN

Erect cane plant. Likes shade — in water or soil. In use for centuries.

SIMPLEX

Produces interesting flower.

P35 2" 14¢
P640 3" 30¢



VARIEGATED

Shorter and slower growing.

P643 3" 30¢



NEANTHE BELLA PALM

A real miniature palm tree. Very hardy — likes shade.

P59 2" 14¢
P590 2½" 22¢
P593 3" 30¢



REGINAE

(Dichorisandra)

Erect growing — colorful purple and green leaves all face one direction.

P80 2½" 22¢
P801 3" 30¢



GODSEFFIANA

Shiny dark green leaves with white dots

P33 2½" 22¢
P330 3" 30¢



SANDERIANA

Lots of white — Pretty from all sides

P34 2½" 22¢
P340 3" 30¢



ALUMINUM PLANT

(Pilea Cadierei)

Light green quilted leaves with silver on raised part. Very hardy — Fast growing.

P19 2" 17¢
P193 3" 30¢
P194 4" tub 55¢



ARALIA

Completely different exotic shrub

BALFOURIANA

Leathery green Circular leaves fringed in white

P720 3" 30¢



FICUS RADICANS

Spreading tropical creeper. Crinkled white and green leaves.

P90 2½" 27¢



PODOCARPUS

Japanese Shrubs. Branches when cut — Likes light.

MAKI

Dark green lvs. in star-like growth

P31 2" 11¢
P313 3" 30¢



NAGI

Light green, hard, shiny, curved leaves

P323 3" 30¢



CRASSULA

(Aborescens)

"The Jade Plant" Small, bushy, well shaped succulent.

P73 2" 11¢
P732 2½" 20¢



SEERSUCKER PLANT

(Geogenanthus)

Low spreading growth. Bronze and Green corrugated leaves.

P38 2½" 30¢



HOYA

(Vining "Wax Plant")

Waxy green and white leaves. Produces small white and pink flowers.

P76 2½" 30¢



AGAVE

(Century Plant)

Slow growing rosettes. Light green, stiff, spiny leaves.

P58 2" 11¢



SERRISA

(Foetida-Variiegated)

Very dainty, woody plant with perfect white margined leaves.

P74 2" 11¢



DIEFFENBACHIA

Showy, large lv'd cane plants.

Fast erect growth.

PICTA

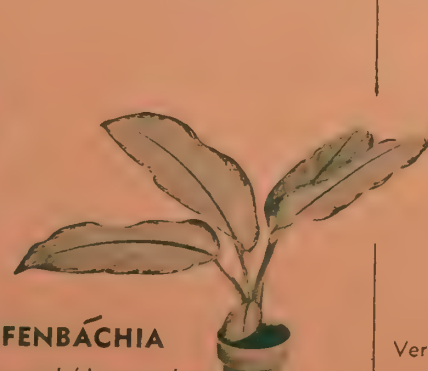
The green lv. variety

P350 3" 55¢
P351 4" \$1.10

ROEHRSI

The white lv. variety

P360 3" 65¢



SANSEVIERIAS

Very hardy hemp plants — Likes sun or shade, require little care. Stiff, shiny erect leaves.

S. LAURENTII

Gold-Banded variety

P830 2" 14¢
P831 2½" 20¢
P81 3" 30¢

S. ZEYLANICA

Silvery green variety

P550 2" 11¢
P551 2½" 20¢
P55 3" 30¢

S. HAHNII

Patented Rosette

P40 2" 14¢
P401 2½" 22¢
P403 3" 30¢



BOSTON COMPACT FERN

"Old Time favorite" — erect, compact growth.

P213 3" 30¢



SCHEFFLERA

(Umbrella Tree)

Fast growing, glossy leaved, indoor or patio show plant. Gets big in tubs.

P86 3" 30¢



FICUS DECORA

Showy, broad oval leaves

P600 6" 6 for \$12.00



PHILODENDRON PANDURIFORME

Climber from Brazil. Interesting leathery texture, (dull olive green).

P44 3" 65¢

Philodendrons

PHILODENDRON CORDATUM

Best known of all indoor plants because it can be used in any location — A vigorous grower whether climbing or trailing . . . In soil or water.



PHILODENDRON PERTUSUM

Selloum

The "cut-leaf" Philodendron. Eager, vining, growth best displayed on "totem pole."

4" container, 3-5 leaves 16-24" tall 3" size slightly smaller

PHILODENDRON "JOHNSII"

Selloum

The new large "Erect Growing" Philodendron that keeps its symmetrical shape. New leaves grow from the center. Splendid display.

4" container, 5-7 leaves 12-20" tall 3" size slightly smaller



PHILODENDRON HASTATUM

The glossiest, greenest leaf of all. Moderate growth, wants to vine up.

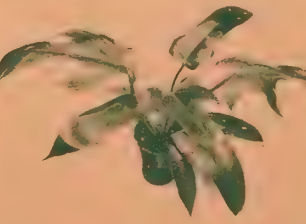
4" container, 3-5 leaves 10-18" tall 3" size slightly smaller



PHILODENDRON DUBIUM

The "wild-acting" member. Rapid, dubious growth with decided climbing qualities.

4" container, 3-5 leaves 10-18" tall 3" size slightly smaller



PHILODENDRON FLORIDI

Distinctly different — This lowly-spreading beauty has unusual leaves and fuzzy stems.

3" container, 4-6 leaves 10-14" tall



PHILODENDRON MONSTERA

Monstrous leaves, long stems. Slow growth makes excellent for permanent display.

4" container, 3-4 leaves 15-24" tall

PHILODENDRON ASSORTMENTS LISTED ON THE BACK -----



For
Spring



**Quick profit plants — Easy to
Order — Handle and Sell**



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★ JAN 23 1953
Department of Agriculture

John's
APOPKA, FLORIDA



the widest selection of indoor growing foliage plants ever offered

**Start
Now**

This complete sales unit is "ASSORTMENT NO. 10". **Cost \$42 - Sell \$87 - 40-45% Gross**
After Express Charges

HERE'S WHAT YOU GET FOR \$42 . . .

- 1 135 lush green plants — carefully selected from 26 best selling varieties . . . guaranteed to arrive in good condition.
60 plants in 2½" plastic pots to sell for 39c
50 plants in 3" plastic pots to sell for 69c
25 plants in 4" plastic tubs to sell for \$1.19
- 2 Complete, simple instructions on pricing, displaying and care of plants.
- 3 FREE — Attention-getting Sales Banners, picture identification sheet and care sheets for your customers.
- 4 30 days open account. Send no money! (Pay express charges upon arrival)

3 boxes (numbered 1, 2 & 3).
Each box contains 1 pot size

TOP LINE, LEFT TO RIGHT

1. Aralia Balfouriana
2. Aluminum Plant
3. 3-Plant Combination
4. Golden Pothos Tub
5. Variegated Nephthytis Tub
6. Philodendron Tub
7. Zeylanica Sansevieria
8. Boston Compacta Fern
9. Podocarpus Maki

MIDDLE ROW, LEFT TO RIGHT

10. Nephthytis, Green
11. Grape Ivy

12. Chinese Evergreen
13. Dichorisandra Reginae
14. Laurentii Sansevieria
15. Dracaena Sanderiana
16. Schefflera
17. Neanthe Bella Palm

BOTTOM ROW, LEFT TO RIGHT

18. Podocarpus Nagi
19. Peperomia
20. Variegated Nephthytis
21. Philodendron
22. Variegated Peperomia

23. Crassula
24. Ficus Radicans
25. Hahnii Sansevieria
26. Pothos Marble Queen
27. Ivy (Asst. Varieties)
28. Golden Pothos
29. Dracaena Godseffiana

**Sign and Mail
Order Card
Today**

Cash in on the
full Spring season!

how John's top quality plants

ARE AVAILABLE TO THE MASS MARKET AT REASONABLE PRICES



John Masek

when you
are in
Florida

stop by and visit our
nurseries at Apopka. We'll
be glad to see you and
show you around.
Apopka is just 13 miles
northwest of Orlando
on Highway #441, the
well-known "Orange
Blossom Trail."

Here is the center of the John's 48 acre Nursery where over 50 choice varieties of indoor foliage and blooming plants are brought to the peak of perfection. Constant improvement through never-ending experimentation has resulted in volume production of sturdy, healthy plants. For 25 years John's has been growing and shipping TOP QUALITY PLANTS with LIVABILITY, that thrive and bring to your customers complete satisfaction. Thousands of satisfied customers PROVE John's PLANTS ARE BEST!



MAIL YOUR POSTAGE-PAID ORDER CARD TODAY.....

STIMULATE
April SALES
WITH

GARDENIAS

LIBRARY
RECEIVED

★ MAR 6 1959 ★

U. S. Department of Agriculture

In Bud
and Bloom

FEATURE THE MAGIC APPEAL OF
REAL GARDENIAS IN YOUR STORE

For only \$36. you'll receive:

- ✓ 100 fragrantly scented Gardenias growing in 3" plastic pots. (each with 3 or more buds)
- ✓ 2 boxes of glamorous Gardenias arriving in your store when "just right". By quick, economical, 2nd Class Railway Express collect. (wt. 60 lbs.)
- ✓ FREE sales banners and cultural directions.

Quick Retail Sales at 69¢ or 79¢ ea.

John's

APOPKA
FLORIDA

SIGN and MAIL
ORDER CARD TODAY!





Please send me 100 Gardenias
in bud and bloom for \$36.

I have 30 days to pay.

Signed _____

Library
U.S. Dept of Agriculture
Washington 25, D. C.

F.O.B. Apopka, Florida, Shipped Railway Express (Express Chg's Collect)

62

April [1959]

Ra

FIRST CLASS
PERMIT NO. 4
(SEC. 34.9 P.L.&R.)
APOPKA, FLA.

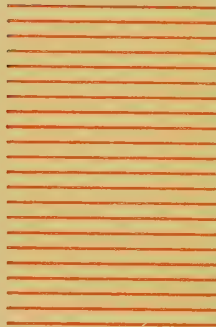
BUSINESS REPLY CARD

The postage will be paid by the United States

POSTAGE WILL BE PAID BY

John's

APOPKA, FLORIDA



This **NEW ORDER FORM** for May '59

Please Use It!

If you cannot order on this form — Use Ordering Instructions on the back.

Key — "NO" means — Not available in paper pots.

WW means — Plants wrapped in wax paper — roots in Sphagnum Moss.

Ship to: _____

Address _____

City _____ State _____

Express Office _____

Shipping DATE _____

Ship us quantities as marked
in the containers as marked.

F.O.B. Apopka, Fla.

EXPRESS COLLECT

THESE PLANTS Available YEAR 'ROUND	POT SIZE	Item No.	PLASTIC POT Quantity Wanted	Cost Each	PAPER POT Quantity Wanted	Cost Each	TOTAL AMOUNT ORDERED
Agaves	2"	58		11c		9c	
Aluminum Plant	2"	19		17c		15c	
	3"	193		30c		NO	
Tub	4"	194		55c		NO	
Aralia Balfouriana	3"	720		30c		NO	
Boston Compacta Fern	3"	213		30c		NO	
Chinese Evergreen	2"	35		14c		12c	
	3"	640		30c		NO	
	WW	84		25c	wax wrapped		
Variegated	3"	643		30c		NO	
Crassula	2"	73		11c		9c	
	2½	732		20c		18c	
Dichorisandra Reginae	2½	80		22c		NO	
	3"	801		30c		NO	
Dieffenbachia Picta	3"	350		55c		50c	
	4"	351		1.10		1.00	
Dieffenbachia Roehrsi	3"	360		65c		60c	
Dish Garden Plants (Our Selection)	2"	56		11c		9c	
Dracaena Godseffiana	2½	33		22c		NO	
	3"	330		30c		NO	
Dracaena Sanderiana	2½	34		22c		NO	
	3"	340		30c		NO	
Dracaena Warneckii							
Tub	4"	32		65c		NO	
Ficus Decora	6"	600		6 Plants for \$12			
Ficus Radicans	2½	90		27c		NO	
Grape Ivy	3"	613		30c		25c	
Hahnii Sansevieria	2"	40		14c		12c	
	2½	401		22c		20c	
	3"	403		30c		NO	
Hoya - Variegated	2½	76		30c		NO	
Ivy Hahn's	2"	57		12c		10c	
	2½	507		20c		18c	
	3"	573		30c		NO	
Tub	4"	457		55c		NO	
Laurentii Sansevieria	2"	830		14c		12c	
	2½	831		20c		NO	
	3"	81		30c		25c	
Regular - 2 lvs.	WW	8		12c	wax wrapped		
Special - 3-5 lvs.	WW	82		16c	wax wrapped		
Rosette	WW	83		15c	wax wrapped		
Neanthe Bella Palm	2"	59		14c		12c	
	2½	590		22c		20c	
	3"	593		30c		25c	
Nephthytis (Green)	2"	50		11c		9c	
	2½	500		20c		18c	
	3"	501		30c		25c	
Variegated	2"	20		14c		12c	
	2½	200		22c		20c	
	3"	203		30c		NO	
Tub	4"	420		55c		NO	
Peperomia	2"	51		11c		9c	
	2½	510		20c		18c	
	3"	511		30c		25c	
Variegated	2½	518		22c		NO	

THESE PLANTS Available YEAR 'ROUND	POT SIZE	Item No.	PLASTIC POT Quantity Wanted	Cost Each	PAPER POT Quantity Wanted	Cost Each	TOTAL AMOUNT ORDERED
PHILODENDRONS							
Philo. Cordatum	2"	52		11c		9c	
	2½	520		20c		18c	
	3"	521		30c		25c	
Tub	4"	452		55c		NO	
Rooted Cuttings (10 to bundle)	WW	522		\$7 per 100 \$55 per 1000		— —	
Philo. Johnsii	3"	45		60c		55c	
(Selloum)	4"	451		1.10		1.00	
Philo. Panduriforme	3"	44		60c		55c	
Philo. Assortment 101 25 Plants (Floridii, Dubium, Hastatum, Pertusum, Johnsii)	3"	101		15.00		13.75	
	Each			60c		55c	
Philo. Assortment 102 15 Plants (Johnsii, Monstera, Pertusum, Hastatum, Dubium,	4"	102		21.00		19.50	
	Each			1.40		1.30	
Philo. Assortment 103 6 Totem Pole Plants	7"	103		\$ 30.00 IN CLAY POTS			
Philo. Pertusum in square pot	4"	467		85c		NO	
Podocarpus Maki	2"	31		11c		9c	
	3"	313		30c		25c	
Podocarpus Nagi	3"	323		30c		25c	
Pothos Aureus	2"	53		11c		9c	
	3"	531		30c		NO	
Tub	4"	453		55c		NO	
Pothos Marble Queen	2"	30		17c		15c	
	3"	303		30c		NO	
Tub	4"	304		65c		NO	
Schefflera	3"	86		30c		25c	
Seersucker Plant	2½	38		30c		NO	
Serrisa	2"	74		11c		9c	
Zeylanica Sansevieria	2"	550		11c		9c	
	2½	551		20c		NO	
	3"	55		30c		25c	
Special - 3-4 lvs.	WW	5		9c	wax wrapped		
	WW	4		\$ 35.00 for 500			
3-Plant Combination	3"	89		30c		25c	
5-Plant Combination							
Tub	4"	489		60c		NO	

SEASONAL ITEMS — Shipped When Available —

Plumosus Fern (Jan. thru April)	3"	123		30c		25c
Sprengerii Fern (Jan. thru April)	3"	133		30c		25c
AZALEAS (Kurume)	3"	92		35c		30c
FOR GROWING ON	4"	921		60c		50c
GARDENIAS (Veitchii) Regular (Oct.-April)	3"	70		30c		25c
Special in Bud & Bl. (Lt. Mar.-Early Apr.)	3"	705		36c		32c
CALADIUM Plants (March and April)	3"	63		30c		25c
SOUTHERN STATES ONLY						

135 Plant Assortment No. 10 for \$42.

70 Plant Assortment No. 400 for \$41.

TOTAL AMOUNT
OF ORDER

\$

ORDERING INSTRUCTIONS

QUANTITIES

Our Minimum order of \$15.00 or 30 lbs. is for your benefit . . . Smaller shipments cost you too much per plant.

ORDER FULL BOXES — The pot sizes determines the "best pack." The plants themselves may be assorted by **varieties**.

Pot Size	"Best Pack"	Avg. Wt.
2" pot	80 or 100 to a box	18 or 22
2½" pot	60 to a box	18
3" pot	50 to a box	30
4" pot	15 or 25 to a box	23 or 40
6" pot	12 to a box	30

TERMS OF SALE

Your order is shipped on **30 days Open Account** — Keep your credit "good" by paying promptly. (We use Dun & Bradstreet collection service on delinquent accounts.)

HOW TO ORDER ON YOUR OWN ORDER FORM

1. List the plants in **Alphabetical order**.
2. List the **ITEM NO.** to show pot size.
3. Designate the **TYPE OF POT** By **ITEM NO. PREFIX**.

PAPER Pots — No Prefix.

PLASTIC Pots — Prefix "P."

ALUMINUM Pots — Prefix "A."

CLAY Pots — Prefix "C."

} All three are same price.

SHIPPING INFORMATION

SHIPPING DATE

Your order is scheduled for immediate shipment . . . unless you fill in the "Shipping Date" by your name.

HOW SHIPPED — (2 ways)

1. By fast, reliable **Railway Express**. (You pay the shipping charges when the plants arrive — called "Express Collect"). You save on OUR SPECIAL LOW COMMODITY RATE to all points East of Denver if you order more than 30 lbs. or \$15.00 worth.
2. By **Air Freight** — on NATIONAL or RIDDLE Airlines. ("Freight Collect"). Check on the LOW COMMODITY RATES to many points.

CLAIMS

Your plants should arrive in "good condition." **OPEN BOXES and CHECK AT ONCE!** If damaged or spoiled, have EXPRESS AGENT fill out **Joint Inspection Report #679**. File claim **immediately**, using your copy as proof of loss.

(Look for delay in transit — mishandling — freezing). If you do not get claim "satisfaction" — do not hold up your payment — Just send us the **copy of the claim and form 679** and we can follow through for you.

John's ALUMINUM "GARDEN CENTER RACKS"

2 MODELS

Floor Model #185 - (\$50)

Holds 150 plants plus
50 or more in drip pan.

5'1" tall--3' wide-30" deep

Table Model #90 - (\$30)

Holds 90 plants plus
25 more in drip pan.

27" tall-3' wide-22" deep

Write ORDER BELOW

For Your Use:

Here is the KEY to your complete
SELF-SERVICE PLANT DEPARTMENT.

EASY TO SET UP AND ARRANGE

EASY TO SERVICE AND WATER

EASY TO SELECT AND BUY FROM

EASY TO MOVE OR STORE

"Over 1000 being used by
Retailers all over the U.S."



65-5

Apopka, Florida



BUSINESS REPLY ENVELOPE

First Class Permit No. 4, Apopka, Fla.

No
Postage Stamp
Necessary
If Mailed in the
United States

Did You Sign Your Name?

PLEASE CLOSE WITH TAPE OR STAPLE

Postage
Will Be Paid
by
Addressee

Philodendrons

PHILODENDRON CORDATUM

Best known of all indoor plants because it can be used in any location — A vigorous grower whether climbing or trailing . . . In soil or water.

P52	2"	11¢
P520	2½"	20¢
P521	3"	30¢
P452	4" tub	55¢



PHILODENDRON PERTUSUM

The "cut-leaf" Philodendron. Eager, vining, growth best displayed on "totem pole."

4" container, 3-5 leaves
16-24" tall
3" size slightly smaller



PHILODENDRON HASTATUM

The glossiest, greenest leaf of all. Moderate growth, wants to vine up.

4" container, 3-5 leaves
10-18" tall
3" size slightly smaller



PHILODENDRON FLORIDII

Distinctly different — This lowly-spreading beauty has unusual leaves and fuzzy stems.

3" container, 4-6 leaves
10-14" tall



PHILODENDRON "JOHNSII"

Selloum

The new large "Erect Growing" Philodendron that keeps its symmetrical shape. New leaves grow from the center. Splendid display.

4" container, 5-7 leaves
12-20" tall
3" size slightly smaller



PHILODENDRON DUBIUM

The "wild-acting" member. Rapid, dubious growth with decided climbing qualities.

4" container, 3-5 leaves
10-18" tall
3" size slightly smaller



PHILODENDRON MONSTERRA

Monstrous leaves, long stems. Slow growth makes excellent for permanent display.

4" container, 3-4 leaves
15-24" tall

Ferns



ASPÁRAGUS SPRENGERII

Rapid Growing Fern — Put in urns — Likes sun.



ASPÁRAGUS PLUMOSUS

A dainty climbing Fern. Keep moist — Likes sun.

in 3" Plastic Pots

Cost 30¢ each

Philodendron ASSORTMENTS

No. 101

25 Plants
in 3" Pots

\$13.75 in Paper Pots
\$15.00 in Plastic Pots

5 Johnsii
5 Pertusum
5 Hastatum

5 Floridii
5 Dubium

No. 102

15 Plants
in 4" Pots

\$19.50 in Paper Pots
\$21.00 in Plastic Pots

3 Johnsii
3 Monsterra
3 Pertusum

3 Hastatum
3 Dubium

No. 103

6 TOTEM POLE PLANTS for \$30

Each is a 24" Specimen Plant growing up a bark slab in a 7" Clay pot.

2 Floridii
2 Hastatum

2 Pertusum

Retail for \$12.50 each



P. FLORIDII



P. HASTATUM



P. PERTUSUM

